19 35

(B)

Department of Excise

OFFICE of the Customs

STATION Cuxpandl

Search C

R No. 1931 AD1/35

Dated 17.10.35

Recd. 18/10/35

R 107 C

18/10 P

18/10

DESPATCHED
19 OCT 1935

Pages in the file

(SUBJECT.)

K/1913

DRAFT FOR APPROVAL.

	Date.	Initials.
When received for fair copying ..	19/3/13	
When copied ..	19/3	
When examined ..		
When signed ..	19/3/13	
When despatched.		

CA 3272/1913 SUBJECT:- Cashew arack - sample - opinion of Consumers.

READ AGAIN _____, dated _____ 19____.

" " _____ " _____ 19____.

READ *ALSO*:—

No. _____ From the _____, No. _____, dated _____ 19____.

" _____ " _____ " _____ " _____ 19____.

" _____ " _____ " _____ " _____ 19____.

Order / Resolution — Ms. / Rout. No. _____ dated _____ 19

Ref:

A sample of Cashew arack distilled in the Chowghat distly under the ~~personal supervision~~ of the A.E.D. will be sent to the Supr. Mangalore the Supr. is directed to ~~distribute~~ immediately it is to select persons & report their opinions ~~of the Consumers on the sample~~ to the Consumer & a copy of the opinion should be ~~sent~~ to the A.E.D. C/o. Distly. Officer Chowghat.

To The Supr. I
D.O. Chowghat
A.E.D.

Rejected

SE 19/3 141 pr

C.F. 32

In reply, please quote number, date and short title.*

Excise DEPARTMENT.

Received *Registered*

11 APR 1935

From (Name) M.R.Ry., Rao Sahib C.Raghavan Avargal B.A.,

(Designation) Inspector of Excise, Mangalore Circle.

Post Box ____, (Station) Mangalore.

Telegraphic Address ____

BOARD OF REVENUE AS 10 APR 1935 LAND REVENUE AND SETTLEMENT

To

The Secretary to the Commissioner of Excise,

West Coast Sub Division, Cannanore.

R.C.R. *No.* 316/35, *dated* 4-4- *19* 35.

Sir,

Cashew arrack - sample - non receipt of - intimated.

Reference:- Commissioner's C.R.No. Nil dated 19-3-

I beg to submit that the sample has not so far been received.

Inspector.

M.G./5-4.

Copy to Assistant Commissioner of Distilleries.

ENCLOSURES

SPARE COPIES

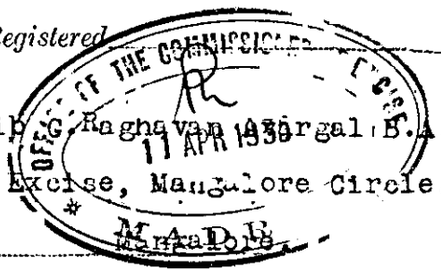
3263

C.F. 32

Excise DEPARTMENT.

In reply, please quote number, date and short title.*

Received *Registered*



From (Name) M.R.Ry., Rao Sahib C.Raghavan Nayar B.A.,

(Designation) Inspector of Excise, Mangalore Circle.

Post Box ....., (Station) Mangalore.

Telegraphic Address .....

To

The Secretary to the Commissioner of Excise,

Chepauk, Madras.

R.C.R. *No.* 316/35 *dated* 4- 1935.

Sir,

Subject:- Cashew arrack sample- opinion of Consumers.

Enclosures 1

Spare Copies .....

Reference:- Commissioner's No.Nil dated 19-3-35.

I had the samples of cashew arrack A, B and C received yesterday from the Chowghat Distillery dealt with and tested by all classes of consumers as per instructions from the ---- Assistant Commissioner of Distilleries . I enclose their opinion regarding the comparative merits of the liquor. No body seems to see any good in sample C " Nature Reinforced".

9.4.35

Inspector of Excise
Mangalore.

M.G./9-4.

Copy to Assistant Commissioner of Distilleries

Copy to Assistant Commissioner of Excise, West Coast Sub Division

1) From

Rev. C.A.J.D.Souza

Rosario Cathedral Priest, Mangalore.

Sample B. is preferable.

Sd.

2) From

Mr P.F.B. Albuquerque

President of the Canara Indian Christian Civic League,

Mangalore.

Mangalore 6-4-35.

I have tested all the three samples of cashew arrack . According to my taste, I find C the stiffest, A is the mildest and I would prefer A to the other two.

P.T.O.

3) From Dated 9-4-35

Mr. Jerome A. Saldanha ,

B.A.L.L.B. Ex.M.L C.

Advocate.

Of the 3 samples of cashew liquor sent to me -A,B,C, sample B is preferred by all the elderly members of my family and friends, as the best , being most palatable and ~~least~~ free from stench and pungency, which charactorises A and more C. I would therefore recommend sample B.

4) From Dated 8-4-35.

Mr. S.N.Saldanha ,

Retired Deputy Collector , Mangalore.

I tasted the three samples A, B and C of cashew Liquor. I find sample B the most agreeable in flavour and taste by itself neat and also with the addition of a little soda water. A and C agree more or less alike, but donot take soda so well as B nor are they pleasant to take as B.

I give this opinion with caution as tastes differ and there are many who would go in the whole hog with cashew with all its strong smell.

5) From Dated 8-4-35.

Mr. F.P.S. Albuquerque ,

Tile Manufacturer , Mangalore.

Of the three samples you were pleased to pass my opinion ~~upon~~, I have to say that the contents of the bottle marked "B" are decidedly better both in taste, flavour and strenghh.

6) From Dated 8-4-35.

Mr. J.P.Rego ,

Tile Manufacturer , Mangalore.

Of the three samples you were pleased to pass my opinion I have to say that the contents of the bottle marked "B" are decidedly better both in taste , flavour and strength.

From

Mr. J.A.Aranha,

Retired Forest Ranger.

Of the three samples A.B.C.- B may be preferred being

being pleasant in taste and flavour. C seems to be harsh and A rather rancid in taste.

8) From Mr Jerome Clement Lobo,
Proprietor , Hotel Metropole, Mangalore.
I find sample A best . B and C are not so good.

9) From
Mr. Pascal Aloysius Pereira,
Tile Merchant , Hoigebazaar , Mangalore.
I ,find B best. A is better than C. All are better than molasses arrack.

10) From
Mr. Isdor J.S.Pinto,
Editor and Publisher of "Golden Sparks"
Belmatta.
I find A best . The sample B is better than C. All are better than molasses arrack.

11) From
Mr Pascal Roderigus,
Shop Keeper , Kulsekar.
I find sample A best . B is second and C the worst. all are better than molasses arrack in taste The samples are better than illicit stuff. The third one C may contain some molasses arrack.

12) From Mr Gasper Noronha ,
Land Lord , Lowere- Bendur.
I find A best .B is no better than C. All are bette in taste and ~~strength~~ strength than molasse arrack sold in shops.

13) From
Mr Appanna Poojary S/O Poova Poojary,
Petty shop keeper, Attavar.
I am accustomed to take liquor . I have tasted all

the 3 samples. Sample B is the best. C is the worst. B has the best flavour. Goa liquor is better than B.

14) From

Ammu Poojary S/O Koraga Poojary ,

Weaving Work , Mangalorethotta.

I am used to drinking arrack . Sample B is the best sample both for flavour and smell. Sample C is the worst.

15) From

Choma Belchada S/O Koraga Belchada,

Wood cutter , Attavar.

Sample B is easily the best. C is the worst. I am accustomed to take liquor . All are better than molasses arrack.

---

16) From

Thimma Gatty S/O Rama , Coolie , Ullal.

I take liquor often . I find sample C the best.

---

17) From

Mr A.B.Brito, Retired Post Trust Clerk,

Bendur.

Sample A is the best . I am used to taking liquor . C is the worst. Goa liquor is far better than these samples. Goa liquor has not so much stench and has a wine colour.

18) From

Mr J.M.Lobo ,

Tea Agent , Bendur.

Sample A is the very best . The liquor A.B.C are all better than molasses liquor . Goa liquor is very much better than these samples The Goa liquor tastes better and have not the same stench . The Goa liquor is coloured well.

19) From

Mr S.Moras, Boda Manufacturer, Falnir.

Sample A is the best in point of flavour.

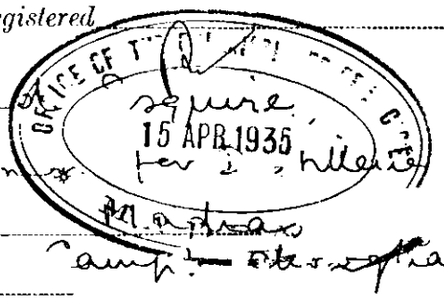
(True Copy)

Inspector.

Excise DEPARTMENT. 6

In reply please quote number, date and short title *

Received *Registered*



From (Name) J. W. Ward Esquire,

(Designation) Asst. Comm[illegible]

Post Box ....., (Station) .....

Telegraphic Address .....

To

Secretary to the Commissioner of
Chepauk, Triplicane,

Sir, RCR No. 412/35, dated 11. 4. 1935.

ENCLOSURES.....

.....

.....

SPARE COPIES.....

10

C.F.16.

DRAFT FOR APPROVAL.

	Date.	Initials.
When received for fair copying ..	K	
When copied ..	18/4	
When examined ..		
When signed ..		
When despatched.		

SUBJECT:— Cashew anack - distillation ~~from~~ wash without the addition of sulphuric acid or ammonium sulphate to wash.

READ AGAIN _____, dated _____ 19____.

" " _____ " _____ 19____.

READ *ALSO*:—

No. _____ From the A.C.D. R.L., No. 412/35, dated 11.4.1935.

" _____ " _____ " _____ " _____ 19____.

" _____ " _____ " _____ " _____ 19____.

Order / Resolution Ms. / Rout. No. _____, dated C.R. 3242/AR4 1935.

I.

Mems.

The ~~A.C.D.'~~ action in having instructed the distillers to continue to distil Cashew anack from wash without the addition of sulphuric acid or ammonium sulphate, is appd.

15/4/35

SR 16/4 Issue to Owners

II

To The A.C.D.

Copy to messrs Pany & Co

DESPATCHED
18 APR 1935

Ref.

Messrs. Pany & Co. are informed that three samples of Cashew anack, as specified in the margin were forwarded to the

Dpr

sample A. - Distilled from wash with the addn. of Sulphuric acid + ammonium Sulphate.

B. Distilled from wash without the addition of Sulphuric acid + ammonium sulphate.

C. Similar to Sample B. but with the addition of pulp kept suspended in the still during distillation.

inspr. Mangalore ⊙ for distribution to select Consumers & ascertaining their opinions. It is observed from the reports received by the Controller that Sample B. i.e. Cashew made at ~~adopted~~ distilled from wash without the addition of sulphuric acid or ammonium sulphate is liked by the majority & the better class of people. The Comm. has therefore accepted the A.C.D's recommendation that the Cashew made should continue to be distilled from wash without the addition of sulphuric acid or ammonium sulphate.

Messrs. Parry & Co. are requested to report whether in adopting this altered method, there is any difference in yield ~~or~~ whether any difficulty is experienced in setting up wash. with Case's despatch,

RJ 435

16/4

To Messrs. Parry & Co.
Madras

Copy to the ACD

DESPATCHED
13 APR 1935

C.F. 32

In reply, please quote number, date and short title.

Excise DEPARTMENT.

Received *Registered*

OFFICE OF THE COMMISSIONER OF EXCISE 23 APR 1935

From (Name) J.w. Ward Esq.,

(Designation) Asst. Commr. for Distilleries,

Post Box ____, (Station) Chepauk, Madras.

Telegraphic Address ____

ABKARI 3656

To

The Secretary to the Commissioner of Excise,
Chepauk, M a d r a s.

"C.R. *No.* 412/35, *dated* 20th April 19 35.

Sir,

Sub: Cashew arrack experiment - Chowghat Distillery -

ENCLOSURES ____

SPARE COPIES ____

I submit a copy of a letter received from Messrs. Parry & Co.'s Agent at Chowghat. Experiments are being made according to my instructions, to arrive at a standard for production should the experiment be conducted next year. Both the illicit distillers in South Kanara and the Distillers at Goa ferment pulp and juice which method according to experience confirmed by experiments in the Laboratory, produces a better flavour, but in practice, the pulp gets charred in the still during distillation and therefore only 1 of the 19 consumers to whom samples were given for opinion by the Inspector, Mangalore circle was in favour of sample C distilled with pulp and juice. Efforts are being made to get over this difficulty by distilling with slow fire which method would take about 3 hours more and could not be conveniently tried when supply of fruit was plentiful, except with a loss of daily yield which factor could not be ignored in view of the low production from 12-2-35 to 19-3-35.

Orders may therefore be ~~passed~~ issued to Inspector, Mangalore circle to get opinions of consumers on the supplies to be sent to him by Distillery Officer, Chowghat. As there is no stock of spirit distilled from wash set up with sulphuric acid and ammonium sulphate at the Distillery, the Inspector, Mangalore may get a sample from the shop on

take it with the others for the opinion of the consumers.

Edward 10/4/35

T.I.30/4 Asst.Commr.for Distilleries.

Copy to Inspector, Mangalore.

Copy of letter No.Nil Dated 13-3-35 from Manager, Chowghat Distillery to the Disty.Officer

We confirm your verbal instructions to the effect that wash is to be set up without the addition of sulphate of Ammonia or Sulphuric acid, as spirit produced from this type of wash is slightly the more popular, as shown by opinions obtained by you.

Two methods of manufacture have still to be tried. They are:-

(i) Drawing off from a cask, 30 gallons of strong liquor, adding to it 30 lbs. of juice expressed pulp and storing for a week or 10 days. The contents of the cask to be added to the still in which weak liquor has been pumped for redistillation.

(ii) Fermenting pulp and juice together and distilling with a very slow fire after adding water to prevent the danger of damage to the still

Spirit from these methods will be available in another fortnight, if not sooner. As soon as they are ready we suggest that the Distillery Officer, Chowghat be instructed to send samples to the Inspector, Mangalore circle, of liquor from all the different methods so far employed (viz)

(a) from wash set up with sulphuric acid, sulphate of ammonia and inoculant

(b) from wash set up without any aids to fermentation or acetic protection.

(c) from wash set up as per (b) with the addition of pulp in the still;

(d) from the method described in (i) above.

(e) from the method described in (ii) above.

Will you please issue the necessary orders to the Distillery Officer, Chorghat.

If it can be procured, it would be of great interest to see the result of submitting a 6th bottle, to be labelled (f) containing spirit purchased from Goa.

(True copy).

20/4/35

ASST. COMMR. FOR DISTILLERIES.

15

C.F.16.

DRAFT FOR APPROVAL.

	Initials.	
When received for fair copying ..		
When copied ..		
When examined..		
When signed ..		
When despatched.		

SUBJECT:— Cashew anark - samples - opinion of Consumers.

READ AGAIN _____, dated _____ 19____.

" " _____ " _____ 19____.

READ *ALSO*:—

No. _____ From the A.C.D. C.R., No. 3412/35, dated 20.12.1935.

" _____ " _____ " _____ " _____ 19____.

" _____ " _____ " _____ " _____ 19____.

Order / Resolution — Ms. / Rout. No. _____, dated C.R. 3272/ABK 1935.

Ref.

The A.C.D. reports that two other methods of manufacture of Cashew anark, as noted in the margin, are being tried in the Chowghat dity, Samples of which the liquor will be forwarded to the Supr. Mangalore O; & The Supr. is directed to distribute the to select persons, along with a sample of cashew anark purchased from the local anark shop, & report their opinions on the samples, as at a very early date sending a Copy to the A.C.D. He should also report if as requested by the A.C.D he has been able to get a sample bottle of Goa anark

24/12

i) Drawing off in a Cask strong spirit, & adding to it the juice expressed pulp & storing it for a week or 10 days; the Contents of the Cask to be added to the still in which weak liquor has been pumped for distillation.

ii) Fermenting pulp & juice together & distilling with a slow fire after adding water to prevent the danger of damage to the still

To The Supr. Mangalore
A.C.D. Supr. S. Dy O &
The D. O. Chowghat.

16

C.F. 16.

DRAFT FOR APPROVAL.

	Date.	Initials.
When received for fair copying ..		
When copied ..	29/6	
When examined..		
When signed ..		
When despatched.		

SUBJECT:— Cashew cracker - sample of Goa cracker - purchase.

READ AGAIN _____, dated _____ 19____.

" " _____ " _____ 19____.

READ *ALSO*:—

No._____From the_____, No._____, dated_____19____.

" _____ " _____ " _____ " _____ 19____.

" _____ " _____ " _____ " _____ 19____.

Order / Resolution Ms. / Rout. No._____, dated C.R. 3272 19 Adk/27-

Ref:

It is understood that the A.C.D. has suggested to Messrs. Pany & Co. to get a sample of Goa (Cashew) cracker by post subject to the provisions of the Indian Tariff Act. Messrs. Pany & Co. are requested to state whether they have made any arrangement to get the sample as suggested.

Rly/29/8

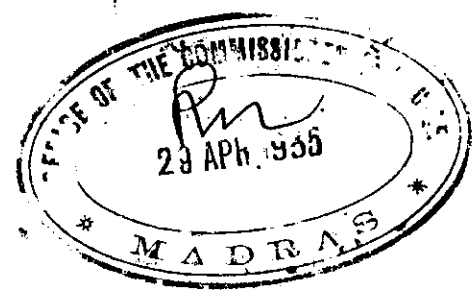
To Messrs. Pany & Co. Madras.

DESPATCHER

Sr 29/6/27

Department 17

ABAM.
Lr — 3906



Assistant

submitting

herewith by

a sample of

——— that which is marked Sample I

is made up of ,, jaggery reduced to 30°P

resulted from strong spirit that

pulp & juice fermenting together. It is 0.2

— B gals at 25.7 UP = 0.1 P. Gals

Sample II represents the strong spirit

obtained from the distillation of

weak spirit & the pulp charged strong

spirit together. It is also 0.2 B gals

at 25.7 UP = 0.1 P. Gals.

Copy submitted to the

Secretary to the Government

of Madras

for Asst. Commissioner for

Information

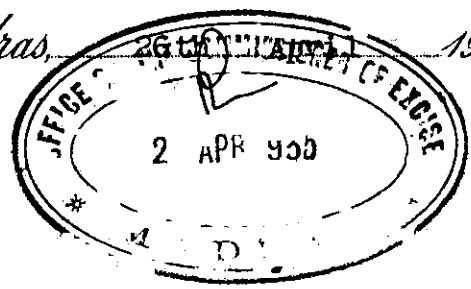
& Inspector of Distilleries for Collr —

The East India Distilleries & Sugar Factories Ltd
(INCORPORATED IN ENGLAND)

PARRY & CO., LTD.,
MANAGING AGENTS.
TELEGRAPHIC ADDRESS:-
"DISTIMULO."

16

Madras, 26th March 1935



2893

The Secretary to the Commissioner of Excise,

Chepauk,

M A D R A S.

Sir,

Cashew arrack - Distillation without the addition of Sulphuric acid or ammonium sulphate. to wash

-*-

With reference to your Resolution C.R.No.3274 Abk.35 dated 17-4-1935, we have duly noted that the Commissioner has accepted the recommendation of the Assistant Commissioner for Distilleries that Cashew Arrack should continue to be distilled from wash without the addition of sulphuric acid or ammonium sulphate.

2. From the time it was intimated to us that this was Government's wish we have discontinued the use of acid etc. and will not revert without permission.

3. With regard to the last paragraph of the Commissioner's letter we cannot trace to date that discontinuance has affected outturn; nor have we experienced the anticipated difficulty as regards fermentation. We, however, still find the same difficulty with fermentation without acid on a laboratory scale.

We have noted the reports on the quality of the spirit with interest.

The use of acid etc. very definitely subscribed towards a cleaner and finer smelling spirit but if the more pungent liquor is really required this is of course beside the question.

We have the honour to be,

Sir,

Your obedient servants,
for PARRY & CO. LTD.,

DIRECTOR
MANAGING AGENTS.

S. P.

Qq Jal.

The East India Distilleries & Sugar Factories Ltd.
(INCORPORATED IN ENGLAND)

PARRY & CO., LTD.,
MANAGING AGENTS.
TELEGRAPHIC ADDRESS:-
"DISTIMULO."

RECEIVED
MAY 1935
MADRAS

Madras, 21st MAY 1935

x073

The Secretary to the Commissioner of Excise,

Chepauk,

M a d r a s.

Sir,

Cashew Arrack - Sample of Goa Arrack - Purchase.

With reference to Commissioner's letter C.R.No.3272 Abk.35 dated 27th April '35, we have the honour to state that our representative who is now on a visit to Goa in connection with Cashew Arrack will procure the sample as suggested by the Assistant Commissioner for Distilleries.

We have the honour to be,

Sir,

Your obedient servants,

MANAGING AGENTS.

JSP/CVM

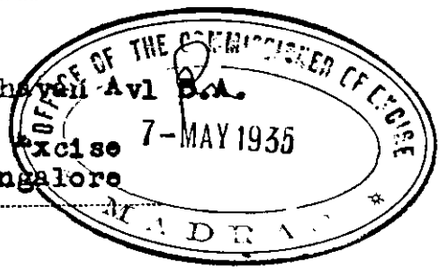
Encl.

C.F. 32.

In reply, please quote number, date and short title.*

Excise DEPARTMENT. 21

Received ..... *Registered* .....



From (Name) M.R.Ry Rao Saheb C.Raghavan Avl B.A.

(Designation) Inspector of Excise Mangalore

POST BOX ....., (STATION) .....

Telegraphic Address .....

ABK/AR 4141

To

The Secretary to the Commissioner of Excise Madras.

RC *No.* 465, *dated* 2-5-35 *19* .

Sir,

Cashew arrack -samples.-opinion of consumers-

Ref:- Your CR.No. 3272 abk dated 27-4-35

Goa arrack is not available locally.I have not been able to secure a bottle.I am getting the samples received from Chowghat tested by local consumers.

T.R./3-5.

Inspector.

Copy to asst commissioner of Distilleries.

ENCLOSURES .....

.....

SPARE COPIES .....

Thondraft. K/10/5-

22

C.F.16.

DRAFT FOR APPROVAL.

	Date.	Initials.
When received for fair copying ..	10/5	
When copied ..	10/5	
When examined..		
When signed ..		
When despatched.		

SUBJECT:— Cashew anack - distillation from wash without the addition of Sulphuric acid & ammonium Sulphate.

READ AGAIN _____, dated _____ 19____.

" " _____ " _____ 19____.

READ *ALSO*:—

No. _____ From the Messrs. Parry & Co Nd Madras, dated 26.4.1935. Fh 18 19

" _____ " _____ " _____ " _____ 19____.

" _____ " _____ " _____ " _____ 19____.

Order / Resolution — Ms. / Rout. No. _____, dated C.R. No. 3272/Agle. 35

To The A.C.D. (with an end)

DESPATCHED 11 MAY 1935

Sd 5.5

Sir,

A Copy of the letter read above is forwarded to the A.C.D for information

P Mossis

SB 8/5 Mr 8/5

Cashew anack - sample -

Ref:

The D.O. Chowghat is directed to forward to the Commr office at as sample bottle of 8 drams of Cashew anack of 30° U.P. distilled from wash without

1/5

not addition of Sulphuric acid
or ammonium Sulphate (similar to the
sample B sent to the Dy. Manager
on 8/4/35 for getting Comments)

8/5

To The D. O. Chowghat.
A.C.D. + Dy. S. Dy. O.
Messrs. Parry & Co. Madras

RECEIVED
1 MAY 1935

III

Cashew arrack - Goa (arrack) -
Sample.
from Messrs. Parry & Co. dt 1.5.35.

Rep:

Messrs. Parry & Co. are requested to submit a sample of Goa arrack to the Commr, as soon as it is read by them.

8/5

To Messrs. Parry & Co. Madras.
C/4 to the D

C.F. 82

In reply, please quote number, date and subject title.*

DEPARTMENT.
Excis

*Received*_____ *Registered*_____

From (Name) M.R.Ry Rao Saheb C.R[illegible]van Civil A.
(Designation) Inspector of Excise
Post Box _____, (Station) Bangalore Circle
*Telegraphic Address*_____

To

The
Secretary to the Commissioner of Excise
Madras.

Sir, RC *No.* 405/35, *dated* 10-5-35 *19* .

Cashew arrack-opinion of consumers.

Ref:-Commissioner's C.R. 327/ark 35 dated 27-4-35

ENCLOSURES.....

SPARE COPIES.....

I submit herewith the remarks of selected consumers on the two samples received from the Distillery (samples 1 & 2) and a shop sample.

Inspector.

T.R.10-5. Copy to Addl. Comm'r Distilleries Madras.

Copy

Pro. Cr C.L.Loco B.A.C.L
Mail Bangalore

I am giving here below my remarks on the three samples of cashew arrack you sent me.

Sample No.1 1. Is very bad stuff, bad taste, bad smell and causes irritation of the throat; quite unfit for drinking. Something very wrong with the distillation for there has been a mixture of cashew fruits and nuts during distillation

Sample No 2 :- Appears to be pure cashew, but very light stuff with light taste and light strength.

Shop sample. Is very much similar to sample no.1. It is possible that it has been diluted with water

The other day I bought 1 gal of cashew arrack from the depot through A.S.Kempanatta .I opened the seal myself in the village and the stuff was fiund to be excellent in all respects but the samples sent by you are all very unsatisfactory.

2 From Mr P.S. Saldanha

retired coffee planter & Superintendent

Bangalore.

Of the three samples of cashew arrack tasted by me I first tried sample No. 2 to be the best of all.

I personally wish that the Government would take the necessary steps to market the same.

From Mr. Mathias

Inspector of police

Bangalore city.

I have tasted the three samples of cashew arrack that given me, and in my opinion sample no.2 tastes by far was best, the right sort to be marketed, ocally.

From

Mr.Loco

Land lord, Palmer road, Richmond.

Shop sample :-Light and tasty.

Sample x 1. Bitter and burning the taste and disagreable to drink.

Sample 2. Similar to sample 1 and disagreable flavour.

---

rom

Jerome Saldanah

ex L.L.C.

The three samples of the so called cashew liquor are not genuine distilled product of cashew fruit but adulterated stuffs. thes. op sample is something like camphor though adulterated with something like coal tar though it is delicious to taste and a burning stuff. The other two are more or less of the same kind with a bitter taste or the product of some country roots. If I should not the poor people I have the genuine cashew liquor pure and unadulterated never mind the smell of cashew fruit which disappears with a second ~~Archord~~ Third distillation and after some seasoning. cashew liquor sold in the first week of april was good enough not it is all adulterated -sometime mixed with toddy's arrack ellikuppa liquor sometimes with other stuffs. any people would prefer the ellikuppa adulterated liquor -bottled in sealed bottles to the poisonous unscrupulous - arrack so called cashew liquor.In

order to prevent adulteration with the old molasses stuff have the cashew liquor of the same 30 u.p strength .Should it should be distilled pure at that strength or 30 u.p, and sold in sealed pints xx o bottles charged 1 or 2 anna extra,not 4 annas extra.

From

Mr I.Mathias

Coffee planter ,Bangalore

The taste in shop sample is better than the other two.The only thing liquor is not strong and I may add that it contains a ere is no other defect.

ls camphor and irritates the throat.This has more th

taste o Mysore arrack

Sample No.2.

thr Has got a taste of Palmyrah arrack .Due to smattering t

tatement

of S.Roderick A.Roderick Clerk Salut office.

Shop sample best.Sample 1 and are about the same.

r Rosario Sequeira s/o Manuel Sequeira Coir Salut office

Mangalore

Sample No. 1 is the best .Sample 2 is not so good as the

Shop arrack sample

From

Mr S.Govias .S/O Lauras Govias .Sand Man ,Hampankatta.

I like shop sample best .Sample 1 has a bad smell.

r Christian Quones s/o Neheremar Coast Shop Keeper Solar

Sample 1 smells bad .Shop sample is the best .Sample 2 is better than sample 1 .

From

Salmonsalins s/o Visdin Salins Jutka driver Jeppu.

Shop sample is the best .Sample 1 has a bad smell .It is inferior to sample 2.

...tement of ...unda ... Bad ... Attaver.

...hop sample is the best ...ample 1 ... better than ...

... bad

...tement of Povazza shetty ...o ...ule shetty Jutha driver Atta...

...hop sample is the best ...ample 1 is very bad and sample ... i... f...rior to sampl... from the shop.

...t ...ent of Jamur ...our... ...o Rozario Soura

...ample 1 is very bad and sample 2 sli...

better intact... and small than sample,2

...tatement of Bak... Jantu ...aika ...o Thanka Naika Cultivator ...l ...

...hop sampl... is very much better than sam...le 2. ...ample ... worst in ...mel and taste.

...tatement of ...ag...pu ...o ...ch... ...ra ...o eri ,Coolie ...

...hop sample is the ...rt. ...ample no.1 ... worst rotten in taste. ...ple 2 is slightly better than ...

...tatement of Annam ...o ...anda ... Coolie Jutha driver ...

...ample,2 is better than shop sample ...ample 1 and smell.

(True Copy)

C. R. ...

...Collr

...dy

10.5.31

U.P. 209

Excise DEPARTMENT.

P.

No. 2394/35-

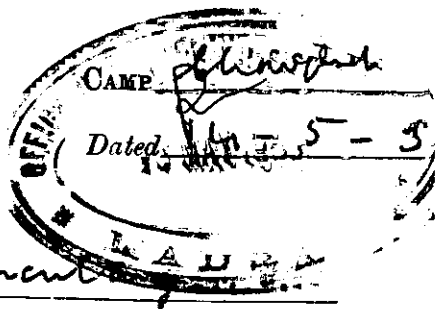
From

— 4489

The Divisional Officer
Chandpur

To

The Superintendent
Excise
Chandpur



REFERENCE :— CR 3272 Abhani dated 10-5-35

subject. Custom attack — sample - [illegible]

Sir,

I beg to submit my railway head a quart sample of liquid reduced to 30 tp strength. The spirit was obtained from warehouse without the addition of water and ammonium [illegible] at 30° tp = 0.11% [illegible] The bottle [illegible] A jacon with sealed and [illegible] is appended [illegible]

I beg to remain,

Sir,

[illegible]

Copy to
The [illegible] Assistant Commissioner
[illegible]
The Inspector
[illegible]

ok No. 8

SOUTH INDIAN RAILWAY COMPANY, LD.

T. 131 B.

(Incorporated in England.)

PARCEL WAY-BILL.

FOREIGN.

FOR OWNER.

Train No. 17

Date 14/5/35

PAID.

Pattambi To Madras Via ST

Sender Veterinary Officer Consignee The Secretary to the Commissioner of Excise

Trichinopoly

Packages.	DESCRIPTION.	WEIGHT. Mds, Srs.	Paid. Rs. a.	To be filled in by the Receiving Station. Undercharge. Rs. a.	Overcharge. Rs. a.
1	One Box c/c Sample arrack	Wt. 07½	1 c	Pkt	

This receipt should be sent by the sender to the consignee to enable him to obtain delivery of the consignment.

Signature of Station Master or Parcel Clerk.

30

Sep. Rev. B. (2) 62—2,006—13-7-33.

D. 26 (*b*).

No.

STATION Chawla

Date 14 — 5 — 1935.

To

The Secretary
to
The Commissioners of Excise
Chepauk
Madras

SIR,

I have the honour to request that you will be good enough to return to me duly filled in, the annexed form regarding the consignment of spirits issued from the ~~Warehouse~~ Distillery at Chawla under cover of permit No. 20573, dated 14-5-35

DESPATCHED
28 MAY 1935

I have, etc.,

Bottle
0 2
30.14
0 1
Ltd for C's Inspection

KLR Ameer
14.5.35
Distillery Officer.
~~*Warehouse Officer.*~~
Chawla

The East India Distilleries & Sugar Factories Ltd
(INCORPORATED IN ENGLAND)

32

Madras, 13th MAY 1935

4481

The Secretary to the Commissioner of Excise,

Chepauk,

M a d r a s.

Sir,

CASHEW ARRACK.

We have the honour to enclose a copy of our Agent's report on his visit to Goa.

We will send you a sample of Goa Spirit when received.

Meanwhile the report will be discussed with the Assistant Commissioner for Distilleries at Chowghat this week.

We have the honour to be,

Sir,

Your obedient servants,

MANAGING AGENTS.

DS/CVM

Encl.

NR.

Report on a visit to Portugese India to enquire into the manufacture of Cashew Arrack.

I arrived in Mormagoa on the morning of Saturday April 26th and took the first opportunity of visiting Mr. Yeshwant Vishnu Naik, the Confectionery Distributor. He assured me that there would be no difficulty in seeing as many distilleries as I wished and took me to the nearest immediately.

From the Government Officer in charge of this distillery, I learnt that there are some 200 distilleries in Portugese India engaged on Cashew Arrack alone. As there are others which manufacture Cocoanut Arrack, pine apple arrack etc., it is safe to assume that he was correct when he assured me that none of the distilleries were of any size and that the one selected by Mr. Naik was of average capacity. It consisted of 4 pot stills with a capacity of 20 gallons of wash each. There is, therefore, no possibility of obtaining information of large scale manufacture such as the Madras Excise Department contemplate.

The liquor manufactured is of two qualities, "Ourrac" or "frac" which is simply the result of a single distillation of wash, and "fini" which is prepared by distilling a mixture of juice and weak liquor. Frac is sold at 14° and fini at 20° by the Gay Lussac scale. Fini is sold both as a raw spirit, a few days after manufacture, and as a matured spirit, after storage in the wood for two or three years. The matured spirit is known as Cashew Brandy, and is quite palatable.

The process of manufacture is as follows:--

Collection of Fruit. The distilleries are situated in the heart of the Cashew topes and no fruit is brought any distance. The coolies who collect it also crush it.

Crushing. The fruit is laid on a stone platform, in the case of both the distilleries I visited this was cut out of natural

rock, and tramped on by the cooly with his bare feet. estimate extraction at 55% to 60%. A considerable quantity of pulp goes with the juice. The extracted juice is collected in a stone pit. From this it is carried to the distillery proper in Kerosine oil tins and emptied into old tar barrels, which serve as fermentation vats. It is left to ferment for 2½ to 3 days though, by appearance, wash, which had been brought ~~done~~ down only 24 hours, was quite ripe. As I had no saccharometer with me, I could not be certain.

From the tar barrels, the fermented wash is baled into the stills. There is no measurement, but they reckon to charge 15 gallons a time and to obtain 3 gallons of distillate at 14° by the Gay Lussac scale.

(NOTE. 14° by the Gay Lussac scale should equal 75.5 U.P. the sample given to me by the Officer in charge of the Distillery is found to be 54.3 U.P.)

As already explained, a certain quantity of liquor is sold singly distilled. The rest is taken back to the stills and for every 15 gallons of weak liquor 5 gallons of fermented juice is added and the whole redistilled to produce "fini" which is supposed to be 20° by the Gay Lussac scale.

NOTE. 20° by the Gay Lussac scale should equal 65 U.P., but the sample given to me by the Officer in charge of the Distillery is found to be 15.5 O.P.

As I was able to procure samples from the Distillery direct, I did not purchase samples in the shops and I am sorry now that I did not do so as I am certain the Distillery Officer must have made some mistake. I have written for samples from the shops and hope to receive them in due course.

The only differences in proceedure between our methods and theirs, which might account for the Goa spirit being preferable, are:--

1. The use of only absolutely fresh fruit.

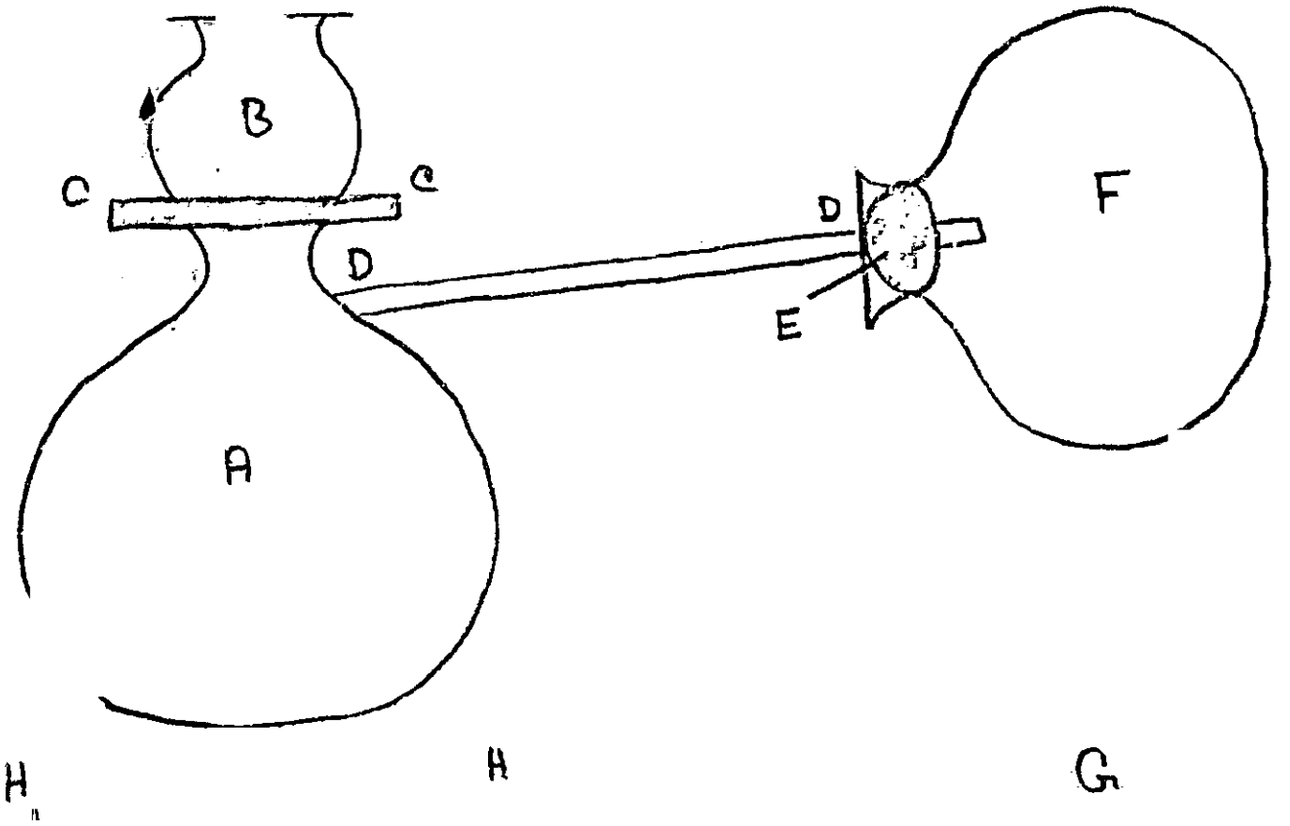
2. They mix weak liquor and wash to produce the finished article

3. They distil down to issue strength or near it. Any reduction necessary is done with weak liquor, not with water. The finished product, therefore, contains nothing that has not come from the Cashew fruit itself.

Attached are some rough sketches of the types of stills I saw. I have also taken several snaps which have been sent to Madras for developing and printing. I will send copies if they come out.

Phillottfield
4/5/35

Encl:



ABOVE IS ILLUSTRATED THE TYPE OF STILL FOUND IN TWO OF THE DISTILLERIES VISITED.

A = A copper vessel of 20 to 25 gallons capacity.

B = A small earthern-ware vessel placed over the mouth of A, for sealing purposes.

C = A mud seal to prevent leakage of vapour.

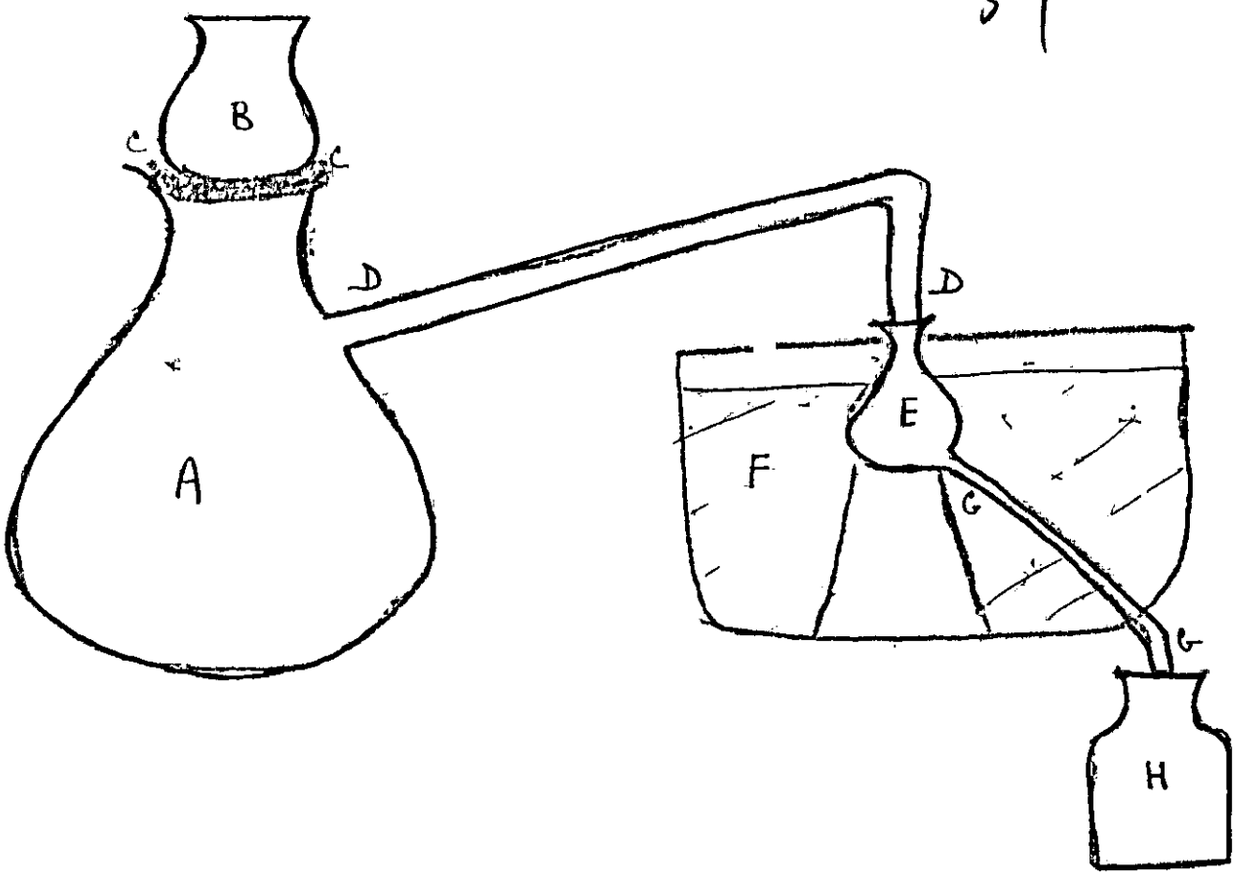
D = A copper pipe, bound with coir yarn, through which the distillate passes to the condensing vessel.

E = A cloth seal to prevent leakage.

F = An earthern ware vessel in which the distilled spirit is collected.

G = A tank of water. The water is baled over F during distillation by means of a Cocoanut shell.

H = The fire.



THE TYPE OF STILL FOUND AT CERTAIN DISTILLERIES IN GOA.

A = An earthern ware pot of 20/30 gallons capacity. Earthern ware stills are reported to give a better quality spirit.

B = A small earthern ware pot for closing the mouth of A

C = A mud seal

D = A copper pipe to carry the distillate to the condensing vessel E.

E = A earthern ware pot standing in a basin of water.

F = A basin containing water, which is occasionally changed during distillation.

G = A pipe through which the condensed distillate passes to the receiving vessel H

H = An earthern ware pot in which the spirit is collected.

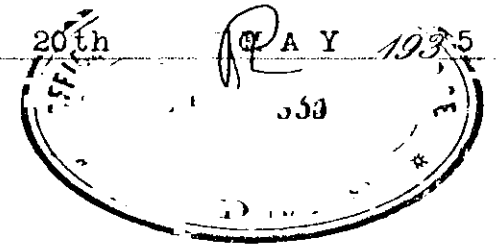
38

The East India Distilleries & Sugar Factories Ltd

(INCORPORATED IN ENGLAND)

PARRY & CO., LTD.,
MANAGING AGENTS.
TELEGRAPHIC ADDRESS:-
"DISTIMULO."

Madras, 20th MAY 1935



The Secretary to the Commissioner of Excise,

Chepauk,

M a d r a s.

4718

Sir,

We have the honour to refer you to our letter of the 13th instant enclosing a copy of our Agent's report on his visit to Goa.

We have pleasure in sending herewith two samples of the Goanese Spirit mentioned in our Agent's report as "Frac" and "Fini".

Please acknowledge receipt.

We have the honour to be,

Sir,

Your obedient servants,
for PARRY & Co.Ltd.,

Asst.Manager
Managing Agents.

2 Samples of Frac and Fini have been received

DA/CVM

Encl.

21.5.35

39

C.F.16.

13/23.5

DRAFT FOR APPROVAL.

	Date.	Initials.
When received for fair copying ..	21/5	
When copied		
When examined..		
When signed ..		
When despatched.		

SUBJECT:— Cashew Arrack - Goa Samples Receipt

READ AGAIN _____, dated _____ 19____.

" " _____ " _____ 19____.

READ *ALSO*:—

No. _____ From the Messrs. Parry & Co Ltd No. _____, dated 20.5 1935.

" _____ " _____ " _____ " _____ 19____.

" _____ " _____ " _____ " _____ 19____.

Order / Resolution — Ms. / Rout. No. _____, dated C.B.00.3272 A9/35.

Refer

The two samples of Goanese spirit have been received.

fwd
21.5.35

~~Director~~

Messrs. Parry & Co Ltd.
Madras.

DESPATCHED
23 MAY 1936

Copy of letter from the Inspector of Excise,Mangalore to the Secretary to the Commissioner of Excise,RC No.531/35, dated 27-5-35.

Subject:-Cashew arrack - sale in sealed bottles-

Ref:-Commissioner's C.R.4046-Abk.,dated 17-5-35.

1) With reference to para 2 of the Commissioner's Proceedings I have made enquiries and find no truth in the allegations regarding adulteration or admixture. Even before cashew arrack was introduced there have been always a complaint from certain quarters of adulteration of arrack and of the very bad quality of the water used in the Ware House for reduction. This complaint of the water of the Ware House was again brought to me early this year by some of the leading men of the town including Mr.Jerome Saldanah (Ex.M.L.C.). I went to the Ware House myself and took a bottle of the water and showed it to the people who went away satisfied. As regards adulteration it will be remembered that this was one of the main points in the arrangement for bottled mollasses arrack and is a time honoured one. I had taken samples and sent them for analysis when I first took these complaints seriously and found the complaint was baseless. Later on I have ever been pressing Mr.Jerome Saldanah and others to come with me and take samples whenever they suspect adulteration but they declined to do so all along.

2) Another interesting point about the charge of adulteration is that Mr.Jerome Saldanah certified under date 4-5-35 to the effect that the samples from the Chowghat Distillery sent as per C.P.CR. 3272 abk.,dated 27-4-35 were "not genuine distilled product of cashew fruit but adulterated stuff". Comment seems needless.

3) However there has been frequent complaints all over about the quality of the later supply of cashew arrack. Words failed one

and

and all, high or low to express the excellence of the first supply but there has been a general complaint all over against the quality of the later supply. I feel sure that this is due to the methods of distillation under experiment as will be seen from the opinions passed on the various samples sent for test.

(4) There is a great desire for bottled cashew liquor. If bottling charges are reduced it will sell very well indeed.

--

In reply, please quote number, date and subject title.*

DEPARTMENT.

Received 4 *Registered*

8 JUN 1935

From (Name) J. . [illegible] ,

(Designation) Asst. Commr. for Distilleries,

Post Box ____, (Station) Chepauk, Madras.

Telegraphic Address ____

To

The Inspector of Excise,
Mangalore.

Sir, C. R. No. 1444/35, *dated* 4th June 1935.

*Sub: Cashew arrack - sale in sealed bottles - adulteration

Enclosures ____

Spare Copies ____

--:--

Ref: M.C.331/35 dated 27-5-35 from the Inspector, Mangalore circle to the Secy. to the Commr. of Excise, Madras.

-:-

I must point out to you that your inference of any change in the methods of distillation is wrong and this misconception will doubtless strengthen the perverted mentality of the people as to the quality of liquor now exposed for sale. There is little doubt that the people of Mangalore are obsessed with the idea of adulteration whether it be fact or fiction, and the representatives of Messrs. Parry & Co., with whom I have had occasion to discuss the matter, feel sure that the complaint of adulteration in shops is not without foundation. The quality of liquor now supplied is nothing other than sample B which was appreciated by 16 out of 19 consumers (vide your letter C. R.316/35 dated 9-4-35), sample A being representative of the very first supply. Attention is invited to the opinion of Mr. Baldhana, retired Deputy Collector and his observation as to how the flavour of sample B is brought out when treated with soda water, the best test of aperitif quality as liquor drunk 'neat' often obscures both palate and bouquet. Further Rev. Father [illegible] Chaplain of St. Patrick's Orphanage, Madras who is a native of Goa and who was a born distiller before he took Holy orders has given his written testimony

that sample B which is now being supplied to the shops, is the best and is the nearest approach to the 'Kheni' the best quality of cashew arrack distilled and so much appreciated in Goa. This Connoisseur is prepared to challenge any statement made to the contrary by any one in Mangalore as to the quality of sample B, which represents the liquor now under sale in Mangalore. Those who may complain of the quality of the liquor may be taken to the warehouse to see the liquor at the source of supply and satisfy themselves as to quality. I think it part of your duty to disabuse yourself and others of any misconception which you may have, or which they may entertain about the quality of cashew arrack now under sale and see that the liquor distilled is is sold.

Signed 7635

a.m.7/6 7-6-35 ASST. COMR. FOR DISTILLERIES.

Copy to the Secy. to the Commr. of Excise, Madras.
do. Dy. Commr. of Excise, Southern Divn.
do. Asst. Commr. of Excise, West Coast.

Plain B best of the samples distilled at Chowghat.

Next comes strong spirit digested with pulp. Spirit

distilled on the Goa model ~~xxxxx~~ with weak spirit and

juice comes third. Rest of the samples not good.

Plain B approaches Goa arrack, but Fini is better

than plain B.

Paul A. Moreus

--:--

Chaplain,
St. Patrick's Orphanage,
Adyar, Madras.

C.F.16.

DRAFT FOR APPROVAL.

	Date.	Initials.
When received for fair copying ..	5/7	Jocine D'Souza 12.50 PM
When copied	5/7	
When examined..		
When signed ..		
When despatched.		

SUBJECT:— Cashew arrack - Mangalore Town & Taluk - fall in Consumption - reasons.

READ AGAIN....., dated.....19.....

,, ,, ... ,, ...19.....

READ *ALSO*:—

No.....From the....., No....., dated.....19.....

,, ... ,, ... ,, ... ,, ...19.....

,, ... ,, ... ,, ... ,, ...19.....

Order / Resolution — Ms. / Rout. No....., dated C.R.3272/ALR 1935.

Ref:

In connection with the fall in the Consumption of Cashew arrack in Mangalore town & taluk, & the report from the Supr. Mangalore & that there have been Complaints all over about the "later" supply of Cashew arrack, it is considered & necessary advisable that the A.C.D. should visit Mangalore, as soon as he conveniently can, to investigate the reasons for the fall & report result. The A.C.D. is requested to report when he proposes to visit Mangalore & when his report may be expected

P40cf

DESPATCHED 5-JUL 1935

To the A.C.D.

SB 5/7

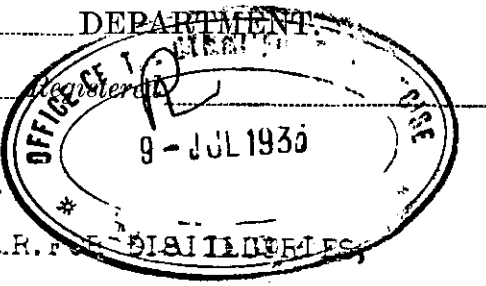
RS 7/35

C.F. 32 (*a*).

In reply, please quote number, date and short title.*

Excise DEPARTMENT.

Received *Registered*



From (Name) J.W. WARD ESQ.

(Designation) ASST. COMR. FOR DISTILLERIES,

Post Box ....., (Station) MADRAS.

Telegraphic Address .....

To

The Secretary to the Commissioner of Excise,
Chepauk, Madras.

C.R. *No.*1099/35, *dated* 7th July 1935.

Sir,

*Sub: Cashew arrack - Mangalore town and taluk - fall in consumption - investigation.

-:-

Ref: Comr.'s Reference No.3272/ABK.35 D/5-7-35.

-:-

I am at present engaged in instructing the officers undergoing training, which will be completed at the Nellikuppam distillery on 22-7-35 and at the Pachanallur

ENCLOSURES.....

.....

.....

SPARE COPIES.....

old Distillery on 31-7-35. I can therefore go to Mangalore in the first week of August 1935 for the purpose of investigating into the causes that account for the fall in the consumption of cashew arrack. But if ordered to proceed earlier, I shall do so, in which case, the training of the officers will have to be done by the Distillery Officer. As already reported especially in a heavy distillery like, Nellikuppam, the Distillery Officer will hardly be able to do justice to the task.

for Asst. Comm. for Distilleries.

...m.o/7

8/7/35

C.F.16.

DRAFT FOR APPROVAL.

	Date.	Initials.
When received for fair copying ..	13/7	
When copied ..	15/7	
When examined..	15.7	
When signed ..		
When despatched.		

SUBJECT:— Cashew arack - Mangalore Town & Taluk - fall - reasons - investigation.

READ AGAIN....., dated..... 19.....

,, ,, ... ,, ... 19.....

READ *ALSO*:—

No.....From the A.C.D. 1099/35, No. dl 76/35 dated..... 19.....

,, ... ,, ... ,, ... ,, ... 19.....

,, ... ,, ... ,, ... ,, ... 19.....

Order / Resolution — Ms. / Rout. No....., dated C.R. 3272/ALR. 1935.

Rep.

~~The A.C.D's~~ proposal to go to Mangalore in ~~the~~ first week of ~~August~~ for ~~the~~ purpose of investigating ~~into~~ ~~the~~ Causes that account for ~~the~~ fall in ~~the~~ Consumption of Cashew arack is approved.

2/ The Comm. ~~has proposed~~ proposes to visit Mangalore on ~~the~~ 16th Aug. ~~The A.C.D. is requested to submit~~ his report ~~on~~/~~investigation~~ ~~for~~ ~~the~~ Comm's perusal, ~~before~~ ~~he goes~~ to Mangalore. ~~Suitably early before this date~~

C's tours programme below

To The ~~A.C.D.~~

15/7/35

SR 13/7

C.F.32.

In reply, please quote number, date and short title.*

Excise DEPARTMENT

Received ..... *Registered* .....

From (Name) J. W. Ward esquire,

(Designation) Asst. Commissioner for Distilleries,

Post Box ..... (Station) (camp) Mangalore

Telegraphic Address .....

OFFICE OF THE COMMISSIONER OF EXCISE MADRAS

To

The Secretary to the Commissioner of Excise, Madras,

R. No. 1099/35; *dated* 6-8-35 *19* .

Sir,

Subject Cashew arrack. Fall in Consumption - Report

Reference:- Commissioner's C. R. 3272 abkari dated 15th July 1935.

ENCLOSURES.....

SPARE COPIES.....

I arrived in Mangalore on the after-noon of 3-8-35 and began making enquiries as to the quality of cashew arrack sold. I made purchases from the shops through private persons; also visited shops and made enquiries of the consumers. Subsequently, I met messrs Jerome Saldhana, Ex-M.L.C., Mr. Felix Albuquerque, tile factory owner, Mr. Pais, retired Deputy collector and Mr. Joe Saldhana, coffee planter, took them to the warehouse and showed them the quality of arrack issued for sale. A test demonstration was made by giving 8 workmen of the tile factory of Mr. J. P. Rego, who are habitual consumers, a drink of cashew arrack purchased from the shop and invited their opinion as to the quality of liquor sold. Both high and low have no complaint to make as to the quality; indeed the better class of people like Mr. Jerome Saldhana quite appreciate the quality of liquor and this was confirmed by an invalid priest Rev. Father De-Souza whose opinion is considered as that of an expert.

2. In the shops there were complaints by some of the consumers that though the quality of cashew arrack was better than that of malasses arrack and to be preferred for its flavour, yet the after effects of head-ache and pains about the body were experienced. This impression was disabused by two veterans who have their daily petitions

-nd who hold ~~richer~~ mutual stalls with a big clientle of habitual ~~xxxxx~~ consumers. They state that the shop-keepers are responsi-ble for this rumour in order to ward off the suspicion against them of adulteration. The bulk of the consumers of cashew arrack is the Indian Christians and it has been given to me under the seal of secrecy by one of the priests who may not be willing to come forward ~~xxxxxx~~ and make a written statement, that the Christians complained to him that they suspected adulteration of cashew arrack with molasses arrack, and finding that they were deceived by having to pay a higher price for cashew arrack and not getting the genuine stuff, they preferred to save their money and drink molasses arrack. Although cashew arrack in sealed bottles is a protection against adulteration in the shops, yet the difference in price - four annas more for four drams in a bottle than for the same quantity in bulk- causes the consumers to drink less of cashew arrack purely on economic grounds. These facts contradict the statement of Mr. Raghavan late excise Inspector, that the quality of cashew arrack subsequently issued was inferior to the first consignment. When cashew arrack was first offered for sale the clamour of the new drink attracted many but as time wore on, the consumption began to drop as the consumers got the impression that they were not getting genuine cashew arrack. Even people of Mr. Saldhana's standing had the impression that ~~xxx~~ cashew liquor was being adulterated.

Pp 40-41 supra

3. The selling price of a dram of cashew arrack is three annas as compared with 0-2-6 and 0-2-8 a dram of molasses arrack and the higher price of 0-1-4 pies for every four drams of cashew arrack purchased in bulk and a further increase of 0-4-0 on four drams of cashew arrack in a sealed pint is the chief reason for the fall in the consumption of cashew arrack aggravated by the suspicion that the higher price

will not ~~purchase~~ become. the consumer the genuine liquor. When it is considered that a full meal can be had by the working classes for 0-2-0, the disparity in price must inevitably bring about an artificial preference for molasses arrack, much to the dis-appointmet of the consumers and the general aversion to molasses arrack as compared with cashew arrack, which is accredited with medicinal properties and is used as an anti-dote in cases of cholera, rhematism and to ease the difficulties of a woman during her travail. The only genuine complaint is that cashew arrack makes one sweat and the sweat and the perspiration has the disagreeable smell of decaying cashew fruit. This was also confirmed by the invalid priest referred to above. From the statement enclosed it will be seen that the issues of cashew arrack even in the first week of April and thereafter did not exceed those of molasses arrack. In expectation of a big demand 307.8 gallons of cashew arrack were drawn before 1-4-35 for consumption during the first week in April; the issues in the second week were only 314.4 gallons and 4 drams. The consumption rose and fell in alternate weeks till the middle of June and thereafter there was an average issue of about 50 gallons a week. These figures are proof of the effect of price on consumption when the general economic condition of the working class is considered and is another refutation of the Inspector's statement that the consumption fell owing to quality. The general claim of a preference for cashew arrack is obscured by having two kinds of spirits exposed for sale at different strengths and different prices, the difference being an economic factor to the labourer. If both kinds of spirits were exposed for sale under the same conditions the preference would be more in evidence. The consumers have also remarked that the cashew arrack was stronger (30.0 u.p) and they necessarily drink less than they would of molasses arrack the strength of which they were accustomed to.

6/8/35

Asst. Commissioner for Distilleries

Statement Showing the weekly issues of Cashews and molasses arrack to Mangalore Town and Taluk at Mangalore Warehouse from 1.4.35.

Week ended.	Cashews arrack		Molasses arrack.		Remarks.
	On Week gls. dns.	upto Week gls. dns.	On Week gls. dns.	upto Week gls. dns.	
1st April'35	864.4	864.4	303.7	303.7	*. includes 307.8 gls issued on 30.3.35 for use from 1.4.35.
3rd "	314.4	873.0	353.5	657.2	
10th "	310.9	1183.9	913.3	1571.5	
27th "	85.0	1268.9	360.0	1931.5	
4th May'35.	215.4	1484.3	677.7	2609.2	
11th "	77.0	1561.3	556.3	3165.5	
18th "	107.4	1668.7	710.7	3876.2	
25th "	85.0	1753.7	870.7	4746.9	
1st June'35.	130.4	1884.1	532.0	5278.9	
8th "	42.0	1926.1	791.2	6070.1	
15th "	111.5	2037.6	615.8	6685.9	
22nd "	40.0	2077.6	545.3	7231.2	
29th "	45.0	2122.6	518.0	7749.2	
6th July'35.	42.0	2164.6	647.4	8396.6	
13th "	49.0	2213.6	541.6	8938.2	
20th "	94.3	2307.9	594.8	9533.0	
27 "	29.0	2336.9	514.9	10047.9	
3rd August'35	83.9	2420.8	612.9	10660.8	

Asst Commr for Excise

C. Venugopal Singh.
W.H.O. 6.8.35
Mangalore

Liquor Question in South Kanara.

Memorandum presented to Commissioner of Excise,

Dated 19th August 1935.

We are very grateful for the favour of revival of cashew liquor for use in this district after half a century of its prohibition. At its first issue in April last, people drank the new liquor supplied freely and greedily but gradually there has been a revulsion of feeling and reaction against its use as noxious, spurious and unwholesome stuff. South Kanara wants cashew liquor, and that to be produced along with other liquors from indigenous materials in this district locally by the most scientific as well as the natural process pursued in the ancient home of cashew arrack - Goa. But until we are ripe for establishing local distilleries, we shall welcome the present experimental stage, provided certain defects discovered by us are removed:-

(a) We are not aware whether expert distillers with practical experience of distilling cashew liquor have been employed at Chowghat or have been supervising the distillation. We find that all the samples A. I. C. D. &c. placed before us by the Department are rather below the high quality and wholesomeness of the best of cashew liquor produced and matured in Goa, which many of us have had frequent opportunities of drinking. They are somewhat lacking the highly pleasant flavour so peculiar to genuine cashew arrack

and makes it so attractive and healthy drink. Popular opinion considers that the so-called cashew liquor sold now in shops in Bangalore is either not genuine cashew or fancy that it is distilled from unripe fruits, which does not produce a wholesome stuff or that it is molasses arrack only with a slight tincture of cashew. In Goa, liquor is distilled in large earthenware pots, which process, it is believed, produces the more genuine wholesome cashew liquor than that distilled in copper pots however much the latter are tinned. There are other processes which contribute to the virtues and pleasantness of the liquors produced in Goa, which require to be locally studied by an expert sent from Madras.

(b) One main defect of British Indian liquors sold in bottles or in retail arises from their being disposed of immediately or soon after distillation - with all the disastrous consequences to body and mind of drinking raw liquors. We hope that the distillers will earnestly take the necessary steps for this purpose in right earnest, and persevere in carrying them out systematically.

We understand that steps are being taken for maturing the distilled liquors

(c) Cashew and molasses arracks are sold at different strengths and prices which in this poor district, induces the masses to prefer the cheaper molasses to the dearer cashew liquors and possibly offers temptations and facilities for mixing up. Our suggestion is that only one kind of liquor should be kept for sale in a shop at a time, and that if both arracks are sold in the same shop at the same time, they should be disposed of at an uniform strength and for the same price.

(d) One great defect of the system of issuing liquors from the warehouses is on account of the mixing water with liquors of greater strength, which specially in case of cashew, it is supposed, spoils its fine pleasant taste and renders it unwholesome, so as to produce chills and colds.

(e) The price of the bottled and sealed liquor is too high. This is due to shopkeepers having been charged 3½ annas and now being charged 3 annas extra per bottle of 4 drams by Messrs. Parry & Co. The price may be reduced by at least two annas on every bottle of 4 drams without loss to the Company.

(f) Corks used for closing the bottles are so short and the sealing wax used is so flimsy that they are easily removable and refixable, so that an unwary purchaser cannot quickly detect the flaws. The remedy is to use a longer and better cork with a seal mark over it as in the case of European liquor bottles.

M. Shesha M.L.C
Inspecta Kanikan & C.
Mangalore
St Vincent Grove
Kapriguddu, Mangalore
19/8/35

Y. Y. Prabhu.
(Dewan Bahadur)

Jerome A. Saldanha & Bro L.C

J.P.S. Pereira (J.P.S. Pereira
Title Manufacturer)

B. Venkatesh
Hon. Sec. P.V. Club.

H. Pais — (L.C. Pais-Advocate

V.S. Bhagwat
Govt. Pensioner Talapadi.

(R. Mascarenhas

J. Thomas Saldanha

(L. S. Coelho)
Title Manufacturer

J.X. Saldanha.

Moraes D'Costa Landholder

W. Shetty

Denis Pinto (Tile Merchant)

A. Bhonde. Title Manufacturer

J.P. Rego

W. Mascarenhas

To Messrs. Parry & Co. Madras.

Please say urgently the quantity of Cashew arrack ~~stock~~ in stock in the Chowghat distly & in the Mangalore W.H. The latest information available may be given

SB 29/8

C.F. 304—2,315 Bks.—12-1-35.

OFFICE OF THE

Dated 29.8. 193 5

5 Hours 20 Minutes.

TELEPHONIC MESSAGE

Messrs. Darby & Co.

To The Secy
Bhir Town Mfg Co
Mfg. Jwr. T. N. Dt

The Roots supercharged
Oil Engine & its Mazgaon w. No.
on 26.8.35 are 1685 g. & 5776.4.
Galvn 30 c/p

Rec'd
29.8.35

58

C.F.16.

DRAFT FOR APPROVAL.

	Date.	Initials.
When received for fair copying ..	7/9	
When copied	7/9	
When examined..	7/9	
When signed ..		
When despatched.		

SUBJECT:— Arrack. sale in Sealed bottles. S. Kanara dt. Use of longer Corks & better seals.

READ AGAIN _____, dated _____ 19____.

" " _____ " _____ 19____.

READ *ALSO*:—

No._____ From the _____, No._____, dated _____ 19____.

" _____ " _____ " _____ " _____ 19____.

" _____ " _____ " _____ " _____ 19____.

Order / Resolution — Ms. / Rout. No._____, dated C.R. 3272/A10X 35

Memo.

It is brought to notice that the corks now used in the bottling of arrack at the Mangalore Distt Can be withdrawn and replaced without much difficulty and without showing much sign of removal. As this affords facilities for tampering with the contents. Messrs Parry & Co are requested to attend to this & see that longer Corks and better seals are used.

DESPATCHED
-7 SEP 1935

To Messrs. Parry & Co. Madras

O.C.9/35 — Rmbf 35

SUGAR & SPIRIT DEPT.

The East India Distilleries & Sugar Factories Ltd

(INCORPORATED IN ENGLAND)

PARRY & CO., LTD.,
MANAGING AGENTS.
TELEGRAPHIC ADDRESS:-
"DISTIMULO."

Madras 9th September 1935

OFFICE OF THE COMMISSIONER OF EXCISE MADRAS
12 SEP 1935

9311

The Secretary to the Commissioner of Excise,

Chepauk,

M a d r a s.

Sir,

Sub: Arrack - sale in sealed bottles - South Kanara district - use of longer corks and better seals.

We have the honour to acknowledge receipt of your letter C.R.No.3272-Abk/35 dated 6th instant.

We have already changed to better corks and the question of providing better seals is receiving our immediate attention.

We have the honour to be,

Sir,

Your obedient servants,
for PARRY & Co.Ltd.,

Asst. Manager
Managing Agents.

JSP/CVM
Encl.

A/179.

60

C.F.16.

DRAFT FOR APPROVAL.

	Date.	Initials.
When received for fair copying ..	16.9	
When copied ..	5.5.34	
When examined..	19	
When signed ..	17.9	
When despatched.		

SUBJECT:— Cashew arrack - sale in sealed bottles - Cost of bottling - further reduction.

READ AGAIN _____, dated _____ 19____.

" " _____ " _____ 19____.

READ *ALSO*:—

No. _____ From the _____, No. _____, dated _____ 19____.

" _____ " _____ " _____ " _____ 19____.

" _____ " _____ " _____ " _____ 19____.

Order / Resolution **Ms. / Rout.** No. _____, dated C.R. 3212/AVK 1935.

Rep:

Messrs. Parry & Co. are now given an allowance of 3 annas ~~over~~ the issue price on every bottle of Cashew or molasses arrack issued from the Mangalore W.H. to cover cost of bottle bottling expenses etc. & they are required to refund at the rate 6 pies on every bottle ~~when~~ returned to them undamaged & with the label intact. It is brought to notice that ~~in the case of~~ for some who hold a bottling licence licensees in Madras, the cost of bottle & bottling expenses for bottling a pint of liquour amounts ~~only to~~ about two annas only. Messrs. Parry & Co. are requested to state whether they

61

bottling

They Could reduce their charges further than to

~~for bottle + bottling separately~~

2 annas a bottle so as to stimulate

the sale of bottled Indian or Ceylon

arrack.

To Messrs. Parry & Co. Madras.

WEST INDIA
17 SEP 1930

S. 206

M/2011 Jm-K-D-7 62

C.F. 16.

DRAFT FOR APPROVAL.

	Date.	Initials.
When received for fair copying ..	20/9	
When copied	20/9	
When examined ..	20/9	
When signed ..		
When despatched.		

SUBJECT :—

Cashew arack. Experimental distillation Sale in certain parts of S. Kanara Dt. Reduction in duty.

READ AGAIN _____, dated _____ 19____.

" " _____ " _____ 19____.

READ *ALSO* :—

No. _____ From the _____, No. _____, dated _____ 19____.

" _____ " _____ " _____ " _____ 19____.

" _____ " _____ " _____ " _____ 19____.

Order ~~CR~~ ~~Ms.~~ / Resolution ~~Rout.~~ No. 3272 A dated 35-0 19____.

Dp 2·7 (I)

Ref:-

The C invites the attention of the Govt to the proposals made by Mr. Thomas in his Ref C.R. 5609 A/xx dy 31·8·33, relating to the experimental distillation and sale of Cashew arack in Mangalore Town and Taluk of S. Kanara dt and to the orders passed in G.O. No 673 Rev dy 4·4·34. In this G.O. the following proposals were made approved inter-alia by the Govt :-

(i) Cashew arack should be marketed at 30° u.p to distinguish it from molasses arack sold at 35° u.p ;

(ii) Cashew arrack should be excised at a rate equivalent to the the 'excise' on molasses arrack; &.

(iii) the issue price should be fixed at Rs 2/- per gallon of 30° U.P ex-Mangalore W.H. (and if higher rates of Cost price have to be paid to Messrs Parry & Co, the distillers, the duty should be reduced by the Surcharge on the Cost of manufacture and the Surcharge paid to them when accounts are finally settled) ¶ 4 (i)

2/- A Statement showing the issues of Cashew and molasses arrack is appended. It will be observed that the demand for the last Cashew arrack was heavy during the early part of April, when it was a novelty but that it has decreased considerably since then. The Sales at present are reported to be very dull. There is still a quantity of about 7000/- gallons of 30° up in Stock and recently the Sale of Cashew arrack has been extended to the talukas of the Kodipi ⊙ with a view to dispose of the large Stock. (3) The A.C.S has investigated the reasons for the gradual decline in the demand for Cashew arrack and is satisfied that the fall was due to the sale of two kinds of liquor, Cashew and ¶ 2 2 (A) (30° U.P (of 6422 gallons) manufactured)

and molasses arrack at different strengths and different prices. The C has personally examined this question during his recent visit to Mangalore. It was represented to him that cashew arrack should be sold at the same price as molasses arrack and that there was no real demand for a ~~weaker strength for cashew arrack~~ and if the C is convinced that if the Govt are to test the real demand for cashew arrack it must be put on sale at the same price and strength as molasses arrack and that until the Govt are certain of the demand which is now largely met by illicit cashew arrack, the Govt will not be in a position to decide whether the experiment should be continued. The duty on cashew arrack now fixed is Rs 4-8-10 per gallon of 30° UP and that is equivalent to Rs 4-3-7 per gallon of 35° UP molasses arrack. The issue price (excluding duty) of cashew arrack at the existing rate of Rs 2/- per gallon of 30° UP at Mangalore W.H. corresponds to an issue price of Rs 1-13-9 per gallon of 35° UP. The total price

is no real demand for a strength for cashew arrack higher than the 35° UP. adopted for molasses arrack

price (including duty) of cashew
arrack per gallon of 35° UP if there
is to be only a reduction in the strength
will be (Rs 4-3-7 + 1-13-9) or Rs 6-1-4
whereas the total price of molasses
arrack ex-W.H. is now (Rs 4-3-7 + 1-6-6)
or Rs 5-10-1. The difference of Re 0-7-3
is due to the lower costs involved in manufacturing &
marketing molasses arrack. That
difference will have to be maintained if the only change to be made is the
~~if there is to be only a~~ reduction in the strength of cashew arrack to 35° UP.
It will be obvious therefore that if the
price of cashew arrack is to be reduced to
with that of molasses arrack a reduction
in duty on the former ~~unreduced~~. ~~Such a course~~
~~This~~ ~~is also appropriate in view of~~
~~the necessity to enable the cashew~~
arrack to compete on more favourable
terms with the illicitly distilled arrack of the Dawn Road.
The reduction in duty involved ~~under~~ in
the present proposal will be from
Rs 4-8-10 per gallon of 30° UP (i.e. Rs 4-3-7
per gallon of 35° UP) to Rs 3-12-4 per
gallon of 35° UP cashew arrack.
The loss to the Govt will ~~have~~ to some
extent be offset by an increase in
bulk with the conversion of the stocks of

The ultimate justification for the low excise duty, if it has to be maintained, will be found with replacement of illicit by licit cashew arrack bringing with it the exercise of Govt control on a larger quantity of spirit.

of 30° UP to over to 35° UP; the net loss will not exceed Rs. 3600/-

4/. The C considers it ~~highly~~ ~~necessary~~ most desirable that the reduction in strength and in duty should be undertaken immediately to complete the experiment properly whereby the Government ought to existing large stock may be sold out side by side with returns which the same strength and the quantities of molasses and cashew arrack sold in shops should be properly compared. It is only then that the Govt will be in a position to decide whether to continue the distillation of cashew arrack or not during the next season. The

We, therefore, request that the Govt will be pleased to pass orders very urgently sanctioning the following proposals:-

(i) to reduce the strength of cashew arrack to 35° UP.

(ii) to fix the duty on cashew arrack at Rs. 3-12-4 per gallon of 35° UP.

Yours faithfully

Revenue Minister

Chief Minister

To

The Secretary to the Govt Rev Dept
(Excise Sec)

DESPATCHED

The East India Distilleries & Sugar Factories Ltd.
(INCORPORATED IN ENGLAND)

PARRY & CO. LTD.,
MANAGING AGENTS.
TELEGRAPHIC ADDRESS:-
"DISTIMULO."

OFFICE OF THE COMMISSIONER OF EXCISE
23 SEP 1935
MADRAS

Madras 19th Septr. 1935.

ABKARI

The Secretary to the Commissioner of Excise,

3771 Chepauk,

Madras.

Sir,

Cashew Arrack. 8L -/60 sup.

We have the honour to acknowledge receipt of your letter C.R. No.3272 Abk. 35, dated 16th instant.

A Foreign Liquor licensee in Madras is in a favourable position in that he can obtain supplies of bottles locally, whereas we have to meet the expenses of transport of bottles from Madras to Langalore.

The suggested reduction to annas 2/- would not cover our cost of bottling etc. supervision and charges incurred in connection with the improvement of the labels.

To meet the Commissioner's wishes, however, we now propose reducing our price from annas 3/- to Rs.0-2-6 per bottle and trust this will prove satisfactory.

We have the honour to be,
sir,
Your obedient servants,
for PARRY & CO. LTD.,

Asst. Manager.
MANAGING AGENTS.

K/1110.

DRAFT FOR APPROVAL.

	Date.	Initials.
When received for fair copying ..	11/10.	
When copied ..	11/10	
When examined ..	11/10	
When signed ..		
When despatched.		

SUBJECT :— Country Spirits - (molasses & Cashew arack) - sale in sealed bottles - reduction in the Cost of bottling.

READ AGAIN C.P. No. 1363/AIR dated 27.7.35 19 .

" " " " 19 .

READ *ALSO* :—

No. From the Messrs. Parry & Co. Madras, dated 19.9.1935 .

" " " " 19 .

" " " " 19 .

Order / Resolution — Ms. / Rout. No. , dated C.R. 3272/AI 1935 .

To The Supt. Mangalore D.

Copy to the Collr. of S. Kanara, D.S.W.D.

A.C. W. Coast & A.t.v.

Messrs. Parry & Co. Madras

Messrs.

Messrs. Parry & Co. are now given an allowance of 3 annas per bottle of Cashew or molasses arack issued from the Mangalore W.H. to cover the Cost of bottle, bottling expenses etc. The Coy. have agreed to reduce this further allowance to 2½ annas per bottle of Cashew or molasses arack The Supt. Mangalore is directed to see that the rents in Mangalore Town of godowns of arack shops are proportionately reduced.

for

Received.....1935. Registered 12 OCT 1935 .....1935.

Abstract.

Excise - Cashew arrack - South Kanara - Experimental distillation and sale - Reduction in duty and issue strength - Commissioner's proposal - Approved.

Revenue Department.

G.O.No. MS.2405, dated the 11th October 1935.

***

Read the following:-

G.O.No. P.673 Revenue, dated 4th April 1935.

From the Commissioner of Excise, C.R.No.3272 Bbk/35-A, dated the 18th September 1935.

O R D E R:-

In the circumstances stated by the Commissioner of Excise, the Government approve his proposals

(i) to reduce the strength of cashew arrack from 30° u.p. to 35° u.p., and

(ii) to fix the duty on cashew arrack at Rs.3-12-4 per gallon of 35° u.p.

2. The Commissioner of Excise is requested to report before the next season's distillation whether there is sufficient justification for continuing any longer the experiment sanctioned in G.O.No.673 Revenue dated 4th April 1934. The report should be submitted in sufficient time to enable the Government to come to a decision on the question before the next distillation season starts (March to May 1936).

(By Order of the Govt., Ministry of Education & Excise)

H. R. Uzielli,
Secretary to Government.

To the Commissioner of Excise.
" Finance Department.

Forwarded
(By Order)

Superintendent.

TDG.

10

Urgent.

T.M.

To The United Breweries Ltd
Kilpatrick

N. C. Shaw & Co.

Cutler Palmer & Co.

Spencer & Co.

McDowell & Co.

2 ounces a pint bottle.

Please say urgently the approximate cost of bottling one pint bottle (4 ounces) of liquor - that is the cost of bottle, bottling & sealing expenses. labelling.

SB/29/8

29 Oct

Office closed Wed 29.8.28 1.55 P.M.

C.F. 304—2,315 Bks.—12-1-35.

OFFICE OF THE _____

Dated 30. 8. 1935.

12 Hours — Minutes.

TELEPHONIC MESSAGE

From Income Tax Officer

To The Income Tax Officer
Income Tax Office
Jaffna.

The Hotel Charges on Hotel Brandy is one pint of Household Brandy is approximately 2 Rs a pint each. Toddy Dog. House hold Brandy is approximately Rs 2/50 a Dog.

C.F. 304—2,315 Bks.—12-1-35.

OFFICE OF THE _____

Dated 30 - 8 1935

11 Hours 45 Minutes.

TELEPHONIC MESSAGE

From Mrs. Calli Palmer.

To Mr. Louis Lyster
Re Louis Allis.

My dear T.
We don't bother him
in Calli Palmer. I'm sure he
has enough else to keep
up bothering.

TELEGRAMS & CABLES:
"GOLDLEAF" MADRAS.

PHONE NO. 3798.

N. C. SHAW & Co.,

WINE & GENERAL MERCHANTS,
55, MAIN ROAD, ROYAPURAM,
MADRAS.

OFFICE OF THE COMMISSIONER OF EXCISE
3 SEP 1935
A. B. C. Code 5th Edition
and Bentley's.
BRANCH ROYAPETTAH.
MADRAS

30th August 1935.

To.
The Commissioner of Excise,
CHEPAUK.
Madras.

Sir,

Cost of Bottling.

With reference to your telephone message, we beg to state that our average cost of bottling per case of 24 pints works to Rs.4/-. This include the cost of pint bottle of 4 drams, bottling, capsuling and labelling.

We have the honour to be,
Sir,
Your most obedient servants,

N. C. Shaw & Co

73

UNITED BREWERIES, LIMITED.

(Registered Offices, No. 17 Armenian Street, Madras.)

OFFICE OF THE COMMISSIONER OF EXCISE
3 SEP 1935
MADRAS

TELEGRAPHIC ADDRESS, (ALL BRANCHES) "BREWERY."
CODE. A.B.C. 5TH EDITION.

BREWERIES AT:-
BANGALORE.
MADRAS.
KETTI (NILGIRIS.)
ARUVANKADU.

The Brewery,
Bangalore,

Copied

31st August 1935.

The Senior Superintendent,
Excise Commissioner's Office,
Chepauk,
MADRAS.

Dear Sir,

Our Madras Branch has handed on to us your enquiry in regard to cost of bottling one dozen pints.

Our costing department give the following figures:-

Labels	0-0-10	per	dozen
Crown Corks	0-1-6	"	"
Straw covers	0-1-4	"	"
Bottles if imported	2-8-0	"	"
Bottles (locally obtained)	0-14-0	"	"
Labour and sundries (washing, paste wastage etc.)	0-0-9	"	"

0-0-10
0-1-6
0-1-4
0-14-0
0-0-9
12 | 1-2-5
0-1-6½

These figures are taking no account of chilling process, wear and tear to plant but include cost of Crowns bearing our name and trade mark, and imported labels.

We do not follow exactly what figures you do require, as if the goods are to be packed cost of this and cases have to be added.

0-0-10
0-1-6
0-1-4
2-8-0
0-0-9
12 | 2-12-5
0-3-8½

Yours faithfully,
for UNITED BREWERIES LIMITED
W.G. Thomson.
General Manager

Rm 9835
Ch 3272 1 : 94
3

NA
Abance

My dear Ramsay Macdonald

I suppose to send Stephen
to Sotheby Magdalen Circle of Cotswold and
decided in my absence for the opinion of
Counsel. Please make this officially
to obtain opinion as being our Copy
for Ch representation and our Copy to the
Ch Stability Office Chronology

Yours sincerely
Edward

C.R. 3272/ A&R. 35.

Cashew anack- samples- opinion of Consumers- distillation without the addition of Sulphuric acid to wash.

Rep. to the Supt. Hangalore ⊙ d 19.3.35
from do do No. 316/35 d 9.4.35
.. the A.C.D. Rl. 412/35 d 11.4.35

Submitted for perusal.

In the circumstances reported by the A.C.D. his action in having directed the distillers to distill Cashew anack without the addition of Sulphuric acid or ammonium sulphate to wash, may be appd.

Sample A- Distilled from wash tch up with Sulphuric acid & ammonium sulphate- distilled without the addition of any acid or salt. Similar to B, both with pulp kept suspended in still during distillation.

~~(illegible)~~. Sample B is preferred by 10 persons, Sample A by 5 and C by 1.

The better Class of people generally appear to prefer B & C, though they were immature having been taken out direct from the receivers before despatch A had been in storage for a month.

Please see also linked file.

The ACD requests his instructions to the distillers ~~&~~ not to use Sulphuric acid ~~or~~ ammonium sulphate to wash. This may be done.

SJ 15/4 15/4/35 ~~be~~ approved.

Messrs Parry & Co may be informed of the results of the test generally & asked about the difference in yield & if any difficulty is experienced in setting up

bread without using sulphuric acid
or ammonium sulphate.

Rs/5/35 Yes — Remember as ref (2)

Sir,

Two drafts below;

Rs
17.2.35

Se
10/4.

Note Contd.

~~From the A.C.D. C.R. 412/35) 20 4/35~~

The samples to be sent from the Chowghat ~~the daily~~ to the Insp. Mangalore ⊙ are presumably those mentioned in items (i) & (ii) of the Co's letter.

The ACD has not made ~~any draft to Supdt. for the below~~ any remarks on the proposal of ~~the Co.~~ P & Co to obtain a Cashew
Bottle of Goa/arack and have it tested by consumers. It will be well to have it tested at the Laby. also. Can the Insp Mangalore be asked to obtain a sample, use half of it for test there & send the balance to the Laby?

Rs/5/35

11/2/35

I asked the Inspector Mangalore Circle to get a sample of Goa arrack purged of the Mangalore proof when smuggled by Motor craft from Goa by the 100 Rs Key all Goa Arrack purged is destroyed. He promised to try to get a sample but. Does he been able to do so. I asked a Gramin Print in Madras whether he could get a bottle of it; this reply was he it is considered whether Goa as any liquor brought from Goa (produce of Goa) is purged at Castle Rock I have suggested I Merit Payable to get a sample by post declared as Goa Arrack subject to the provisions of the Indian Tariff Act. I have got heard the actual letter by him.

25/4/35.

Note Contd.

The draft below may be issued.

Messrs. Parry & Co. may be asked to state whether they have made any arrangement to obtain a sample of Goa arrack, as suggested by the A.C.D.

A second draft to the Coy. is submitted.

25/4/35

P.T.O.

Note Contd.

Rly. to Messrs. Parry & Co. No. 3272/2. 17.4.35

Reply from do .. d. 26.4.35

Submitted for perusal.

A Copy of the Co's reply may be sent to the A.E.D. for information.

RL 2535

Yes. Mr Thomas would like a sample bottle of cashew smack. He wants to test the matter for appearance and what it is often. Please arrange for him to have a bottle of "13" (Jaggery) shirt

3.5.35.

A.E.D. is, I think, arranging to make some of this shirt.

yes. Sanction has been given for this.

RL 2535

From. Messrs. Parry & Co. d. 1. 5. 35

.. The Engr. Mangalore O. RL. 4657/1:

Submitted for perusal.

The Coy. may be asked to send a sample Goa arrack to the ~~Town~~ Office, on receipt of it may also be tested at the C's Laboratory

RL 2535

Action as proposed in the Orders at A above

The D.O. Chowghat may be directed to send to the Comm's office a sample of 8 drums of Cashew annath of the kind.

Drafts submitted below.

Rao
COS 35

A.C.D.
&
C.

SR
8/5

Ref to the Inspr. Mangalore O C.R.3272 Abk. d. 15.4.35.

Memo. Party Co. of the D.O. Chowghat. C.R.3272/Abk.D. 10 5/35

From the Inspr. Mangalore O. C.R. 405/35 D. 10 5/35

.. D.O. Chowghat d. 14.5.35.

.. Memo. Party Co. d. 15.5.35

Submitted for perusal

The sample recd. from the D.O. Chowghat may be sent to Mr. Thomas

The A.C.D. may ~~after~~ be requested to the Abr

his remarks on the opinions of Consumers on the two fresh samples etc on the Coy's letter abt /th 32-35 Cf

/th 24-27 Cf

Mr Hatfield whom I met at Chowgules told me that he broke his journey at Panaji Goa the last time he came by rail as there was a Goa. He however did not go to Vasco da Gama proper ie Goa proper, where a better class of Feni is manufactured etc. The two samples of the Goa Feni distilled from Cashew Nuts, one 'fresh' (Sweet Feni) and the other 'Shindi' (Strong Feni) are not representative samples as do not conform with the description given by those who tasted the latter article. There is very much a choice between the 'Shindi' Strong Feni, bought by Mr Hatfield and the Feni produced by diluting the fully rich Strong Feni and redistilling the Strong Feni with Neera Feni. This Feni is Sample No 2 referred to at Pt. 24 C f. At Chowgules Feni has also been obtained by distilling Neera Feni with fermented juice (must) & Gur a better flavour. Feni is also being distilled in a Small Pot Still in a Manner similar

Remember I Why Not the different Sorts of
Gas. Samples of these distillates with
me send to the Co Laboratory for test
After analysis the Samples are analysed
the best Method of production May be
considered. A Sample of Spirit obtained
from fruit digested with strong Spirit
as re distilled with weak Spirit May be
Sent I Mr Thomas the Comptroller. I
showed a Sample to S I should like
C to see one.

As regards the Process of Conversion they
are laboring under a mis apprehension
A distillery Sample No 1 was sent as
Messrs Pitt Lane applied for permission
I destroy the Spirit for which reason letter.
Sample No 2 should be better than the
first Sample (distilled without acid
or Salt) but it was seen Spirit
Compared with the first Sample which
was older, and more matured. Opinions
of Nos 2 & 3 are the Sample 2 should
be the Marketable Standard which
the majority are in favour of the first
Sample. Mr T Sel dared Compared
the Samples then 'Concentrate' as the
Genuine Cocked Spirit. Opinions on
Sample No 2 would appear that

heard by [illegible] examined [illegible]. Samples
were awaited in the Laboratory for examination

Samples of Goa arrack & 'feni' and
have been received

"A sample of the arrack distilled in
earthen still has been received from the
Chowghat, for enough analysis.
This may be submitted to the Comm
on receipt of the analysis report from
the Laby

The samples intended for Mr Thomas
may be sent with this

[signature]
23/5

The Samples of 'Toddy'
& 'Feni' received from Messrs. Parry & Co.
will be only about 4 ozs. each this will not
be sufficient for analysis. The other
two samples received from Chowghat
Q. Spirit distilled from wash & weak Spirits
in the proportion of 1:2 & the strong Spirit
obtained therefrom blended with weak
Spirit & (2) Spirit obtained on the Goa

Goa model by dis. Kheip in a mixture of Shll, have been analysed and the results are in the attended statement.

p 5 (W)

The Sample intended for Mr. Thomas kept in the safe and with the late C is ~~kept sealed in the safe~~. submitted herewith. When the file is sent to Camp

This Sample along with [illegible] sent separately to [illegible]

11/6/28

Samples of 'Frac' + 'Foni' (Goa cashew) + of those referred to on p 5 (W) will be submitted if necessary

Gm 28/5/28

The A.C.D. may now be requested to state the best method of production of Cashew cashew, with ref to his remarks at A on p 8 supra.

Further note.

As observed by S a copy of the letter received from the Mr. Mangalore is put up at pp 40-41 ante. Pl. may see also the letter at pp 42-43 ante. It will be observed that ~~the quality~~ a Sample of the later supply was ~~taken~~ sent to us for Consumer's opinion. The Sample in question is 'B' which was distilled without the addition of sulphuric acid or ammonium sulphate. The opinion

SR 29/5

29/5

of the Consumers as at 1/2 3-7 oz. The majority preferred 1/2. Mr Lea in his remarks
The better class of people preferred B - but the ordinary class of people liked A (distilled water)
at p. 2 seems to think that the earlier draft of Circular Right water for this Mr Lea to taken for B.
letters with the addition of sub-tartaric acid
and potassium bicarbonate) was very popular
and that there have been frequent
Complaints and over about the quality
of the Cadbury.

Please see memorandum attached (K)

Before Cadbury Brothers were supplied to Shops
and after there was an Export demand
for it and the Majority wanted Cadbury
Cream. This accounts for the Heavy demand
in April. The Shop Keepers wanted this
as evidently wanted to benefit by it. and
Cadbury must have been told a deliberate and
Consumers evidently shrank from buying a
Cheaper Cream when they did not get the same
article. This accounts for the fall in
Cadbury Cream later as represented to me
by Mr Templeman of Messrs Payne Co
who got the information evidently from their
Agents and Depot Keepers. I brought Father
Mariano, a Jesuit friend who has the
Parlours of Cadbury Cream distilled by him
in the name of God, & the Co' Catholic Clergy
and gave him also the Parlours & Cadbury
with the 'Christ' and 'God' removed from

Parry & Co sent their letter d 20.5.35

The considers Sample B, Key Plain (without
acid or ammonium sulphate) as the best
as the flavour approach to the 'plain' of
Goa, fully digested with strong Spirit
as well distilled with weak Strong Spirit Coconut Toddy
and Strong distilled as from weak liquor
and weak (fermented juice) as in the
practice in Goa, Coconut Toddy. The
other Samples including the strong distilled
from weak Key with sulphuric acid
and Ammonium sulphate were by Analysis
good. So there is nothing wrong with
liquor how manufactured. I am prepared to
go to Mangalore and prove that we are
prepared to Abide by the finality of the
liquor as opposed to the final supply. The
Inspector States that there is a demand for Key
liquor. This shows that by Consumers the
finality obtained from the Key.
Sample B may be taken for Coin as
a standard for production but a better
finality can be produced by distilling
weak Spirits as weak as is done in Goa.
The latter method will affect output with
the present plant, the strength as well as
the certainty of final supply.
SD 10.6.35

It seems necessary to ascertain the real reasons for the Cry against the later supply - to determine whether the Consumers actually dislike it. The Consumption has fallen badly + if the Experiment has to be continued it would be necessary to provide a liquor which the Consumer likes. The AC D may therefore go to Mangalore to find out the truth whether the unpopularity (dislike) referred to by the Inspr is due

or admixture of Cashew + Molasses arrack

to any local engineering or real
dislike of the cashew arrack when being supplied.
The consumers being long
used to molasses arrack (distilled
with the addition of Sulphuric
acid and Ammonium Sulphate)
perhaps miss a particular 'kick'
in the arrack distilled without these.
It is well worth ascertaining
the truth - particularly for the sake
of the Co-operative of the experiment
next year.

Rm
10/6/35

I agree. Will A.C.D. please
visit Mangalore as soon as he
conveniently can. I expect to be
there myself in August.

11/6/35

Samples received.
Send Mr. Thomas what he has asked for

18/6/35

C's remarks at A above:-

The file will be sent to the A.C.D.U.O.
for necessary action, on its receipt back.
The sample of liquor intended for Mr. Thomas
being sent separately.

Rm 15/6/35

18/6/35

15/6
Sent
15/6
Noted 22/6/35

A.C.D.U.O.

THE GOVERNMENT OF MADRAS
21 JUN 1935

A.C.O.
Office. Remind L (advance
a 5735 & ask whether
the report may be expected

Sir,
Noted.
SB 21/6

P.T.O.

Note Contd.

Draft D.O. to Mr. Thomas is submitted below.

Sd/-
24/1

88

D. O.

Cashew anack. Sample.

Dear Sir,

Under instructions from the Comm. I send herewith one sample bottle containing Cashew anack (25 03. of 30.i 28) manufactured in the Chowghat deity. in April last.—

Yours Sincerely

29/6/35

To E. F. Thomas Esq., C.I.E.,
C.S.I., I.C.S.
Chief Secretary to the Govt.
(with a sample)

SR 27/6

DESPATCHED
28 JUN 1935

TTO

Stonehouse Hill,
2nd July 1935.

OFFICE OF THE
4-JUL 1935
MADR

Dear Mr. Ramunni Menon,

Cashew Arrack - Sample - Your letter dated the 27th June 1935.

I acknowledge with thanks the receipt of one sample bottle of cashew arrack.

Yours sincerely,

M.R.Ry. Rao Sahib P.K.Ramunni Menon Avl.,
Secretary to the Commissioner of Excise,
Chepauk, Madras.

Note Contd.

Would req. to Secy's orders on p13 supra a draft to the A.e.D. is submitted below.

Rs 7/35

S SR 5/7

A

Req. to the A.e.D. C.R.3272/A&A d. 5.7.35.
from do. C.R.1099/35 d. 7.7.35.

The A.e.D. reports that he can be able with to go to Mangalore in the 1st week of August (The Comm. has proposed to be in Mangalore in August).

In the circumstances reported by the A.e.D it does not appear necessary to request him to proceed to Mangalore earlier.

Rs 9735

SR 9/7 A

Agreed. I would like to see him after he goes to Mangalore.

S

Sir,

Draft submitted.

Rs 15/7/35

SR 13/7 12/7

Regd. C.R. 3272-A-A&A/35 dt. 15.7.35 issued

Commr's Refce CR. 3272 Abk/35 dt 15.7.35; and
R.C No 1099/35 dt 6.8.35 from the A.C.D.

Submitted for perusal.

Linked file
CR. 6071 Abk-35-A.

The causes for the fall in consumption of cashew arrack stated by the A.C.D. are

i) an impression among the ~~drinking~~ ~~class~~ consumers that cashew liquor was being adulterated; and

ii) the relatively high price of cashew arrack as compared with molasses arrack.

Please see also the linked file (CR 6071/35).

The issue price and duty of the 2 kinds of liquor are noted below.

	Issue price at 25°U.P.	Issue price at 30°U.P.	Duty
Molasses arrack (35°U.P.)	1-6-6	1-12-0	4-3-7
Cashew arrack (30°U.P.)	2-0-0	2-5-6	4-6-10

The ACD observes that the general claim of a preference for cashew arrack is observed by having two kinds of spirits ~~as~~ issued at different strengths and different prices and that if both kinds of liquor were issued for sale under the same conditions the preference would be more in evidence. For the circumstances under which a strength of 30° U.P. was prescribed for cashew arrack please refer to our letter to the Collr

p5 Ct

p4 (1)

It is not known whether it will be possible to effect a substantial reduction in the issue price of current crush for the next year so as to minimise the difference in the price of the two kinds of liquor. This question as well as that of reducing the issue strength to 35° U.P. has to be answered in connection with the contract and crush proposals for the next year. So long as there is an appreciable difference in price there may be a temptation to mix molasses crush with cane crush.

The Statement at p 52 C.S. shows that the sales of cane crush are not brisk. Recently permission was accorded to Messrs Parry & Co to ~~stock~~ stock cane crush in the regions of North Arcot also. Reference is in this connection drawn to the provision in para 2(iv) of G.O. No 15 of 34. ~~It is a matter for consideration whether time has come to take action under~~. The question of making a reduction in price in the current year may

perhaps be taken up after watching / Ps 28/5

Mrs 11/6/35

The Comparative ~~Cashew~~ actual figures of Consumption of Cashew & Molasses amack do not at all show so far that there is any real preferential demand for Cashew amack. There was a rush in the first week but people cooled down quickly. Whether the slightly higher rate of retail sale (3as per Lapsh 2as 4ps & 2as 8ps per Dram for Molasses amack) price is the main reason for this can be definitely stated only when the strengths & prices are equalised & the Consumption is watched. After local enquiry & personal disc. ~~with~~ at Bangalore, the real reason will be apparent..

p 52 C7

Ps 28/5

(3)

Send immediately to Bangalore. There was no point in sending this to Bangalore. It has to be dealt with in Bangalore if I cannot convert my car into a taxicab carrier. Transfer changes are in general unnecessarily sending files to Bangalore & when it is to Madras. This is the fault of a series of cases like this who decides when to send individual files to when I am in camp? They seem to be sent helter-skelter & to no purpose. Ps 28/5

Notes & Submits
This file was Submitted a few days earlier in obedience to the C's order at A. on p. 17 N-f (Supra) that it may be perused before the C reaches Bangalore - Every section Supdt. has orders to see through files regd. in particular Camps are sent in time to deal

Please bring to the current file the memorandum presented to me by the deputation on 19-8-35 at Mangalore.

The main demand that is really for the reopening of a distillery in the South Kanara District to distil cashew arrack during the cashew season and something else during the rest of the year. If we are to go on distilling cashew arrack with the object of driving out the illicit distillation of that liquor we ought obviously to distil in Mangalore where we will use the raw material which the illicit distiller now uses. At the same time we must remember that there is a growing demand from America for cashew nuts and that the cultivation of the fruit is being increased on an appreciabl scale and with it the facilities for illicit distillation are also increased.

During the non-cashew season the distillery might be able to carry on by distilling denatured spirits for which the demand seems to be increasing and the demand for which the present distillers are I believe, finding it difficult to supply. An alternative - an attractive alternative - is to permit the distillation at Mangalore of cocanut toddy arrack; but this can only be done profitably if cocanut toddy arrack is restore to the status which it once held of country spirit If it is restored to that status another distillery

could probaly be worked profitably in North Malabar. Is there any reason why cocanut toddy arrack should not now be restored to its original status of country spirit Let this major problem be worked out separately.

A Tiny deputation in Tellichery asked me [illegible]

Deal with separately. Separate file opened & given to [illegible]

The real minor demands of the deputation are for

i. the sale of cashew arrack at the same price as the molasses arrack;

ii. the better and cheaper bottle of cashew arrack;

iii. the sale of cashew arrack in 8 dram bottles.

The 3rd of these was put forward vehemently by the deputation which of course consisted of ~~the~~ well.to.do people of the South Kanara Christian community.

i. If we are to test the real demand for cashew ırrack we must put it on sale at the same price as the ıolasses arrack. Why cannot we do this? There is ıo real demand for greater stength for cashew arrack. he strength can safely be reduced to that of the ıolasses arrack. If this is done will the sale price pproximate to that of molasses arrack? If not would t not really pay the Government to complete their xperiment properly and sell ~~over~~ the existing stock f cashew arrack at the same price as the molasses rrack and compare the quantities of each sold in the arious shops? We would then be in a ~~position~~ better osition than we are now, to decide whether the experiment s to be cotinued.

ii. Longer corks and better seals are required.

Messrs. Parry and Co., should be asked to see to this. At present a cork can be withdrawn and replaced without much difficulty and without showing much sign of the removal. This opens the way for dilution.

Why does it cost so much as three annas a bottle to bottle the spirit? Surely it does not cost a brewer anything like three annas a bottle to bottle his beer. If it does then the only hope for the bottled spirit appears to lie in the granting of demand No.iii.

iii. What is the objection, if any, to granting the demand for the sale of sealed 8 dram bottle of spirit?

Let these points be noted on in this file.

28.8.22

Note Contd.

The three points are dealt with below —

p. 1 (I) para 10

(i). It was originally reported to the Govt. that Cashew arrack should be marketed at 30° U.P. to distinguish it from molasses arrack sold at 35° U.P. and that Cashew arrack should be assessed at a rate equivalent to that on molasses arrack. This was accepted by the Govt.

p 8 (I)

para 2 p...

It is now pointed out, that there is no real demand for greater strength for Cashew arrack & that the strength can safely be reduced to that of molasses

arack : The question to be considered here
the loss to the Govt. that will result if this
measure is undertaken. The duty on Cashew
arack & molasses arack is calculated on
the same rate per proof gallon. By the reduction of
strength to 35° U.P. there will be an
increase in bulk & there will be no loss
in the shape of duty. But a loss will
result in issue price. The present price
is Rs. 2-0-0. per gallon of 30° U.P. at the
Mangalore W.H. At this rate the issue price
per gallon of 35° U.P. will be Rs. 1-13-9.
But the issue price of molasses arack at
the Mangalore W.H. is Rs. 1-6-6. per gallon of
35° U.P.

It is ascertained from Messrs. Pai & Co. ps 7-1/
that the stock of Cashew on hand in the
Chowghat distly & in Mangalore was 1685.9
& 5776.4 gallons of 30° U.P. respectively 1685.9
on 26-8-35. The total quantity is thus 5776.4
7462 gals. of 30° U.P. Leaving out about 62 7462.3
gallons which may have been issued by this time
the stock still to be disposed of may be taken
as 7400 gls. of 30° U.P. According to the
existing issue price of Rs. 2/- per gallon of 30° U.P.
the issue price per 7400 gls. of 30° U.P. will be Rs. 14-8-0/-.
By the reduction of strength to 35° U.P. the
bulk will increase from 7400 gls. to 7969.

4969 gls. 35° U.P. If the same Cost price is reduced to Rs. 1-6-6. per gallon (the same as molasses mark.) the total price will work out to Rs. 11206-6-6. The loss that will result will be Rs. 14800 - 11206-6-6.

Rs. 3593-9-6. or Rs. 3600/-.

14800
11206-6-6.
3593-9-6.

Bathwound This Cos. mills
conducive of duty on
Cashewmark - which we
are making wrongfully
with I.D. cashew mark

In view of the low sales of Cashew mark & yet the stock still to be disposed of, it is for orders whether the Circumstances may be explained to the Govt. & their orders obtained to reduce the strength of Cashew mark to 35° U.P. & to fix the Cost price at the same level as molasses mark. It may also be pointed out that this will place the Govt. in a better position to decide whether the experiment is to be Continued.

A

The claim for a rebate of 10 as per gallon has already been preferred by the Coy under para 2(iii) of Govt No 725 of 34. Mark Sir in this Connection the provision in para 2(iii) of the same Rules permitting reduction in selling price at the request of the Trade to clear off stocks. For orders whether the Trade may be advised to sanction the arrangement proposed at

Yes. Draft.
Until we can settle Rs 3600
of the demand - which is now
met largely by the cashew
mark - we are under

(ii). Messrs. Parry & Co. may be asked to

to use longer Corks & leather seals for
the bottles. A draft is submitted for approval. The
title has been issued separately. RHOfficer

Concerning the Cost of bottling, Messrs.
MacDowell & Co. report that the Cost of
bottling one point of liquor is about
2 annas to them; Messrs. Spencer & Co. say
that it is 2 annas 9 pies. - N.C. Phaw & Co 2 as 6 pies -
& Quita Brewery 1 as 6 pies if bottles are locally obtained and 3 as 6 pies
if imported.
In Connection with the introduction of
the sale of molasses arrack in sealed bottles in
Mangalore Town, Messrs. Samy & Co. reported that the Cost
of bottling etc. would be Re. 0-3-6 per bottle of 4 drams.
This was accepted. Subsequently the Coy. agreed
to refund at the rate of 6 pies on every bottle returned
them intact. Recently the price of bottled liquor has been
reduced by 6 pies. The net Cost is 2½ annas per bottle.

Yes. If McDowells can do it for 2 annas, why can't Remys? JS.S.[illegible]

It is also necessary to consider a small profit on the sale of each bottle to the shop-keeper as he would otherwise have no interest in selling the bottles. ½ a light bottle may be allowed & fixed (price to be noted on labels) RHOfficer

The Coy. may perhaps be asked to say if they can reduce further
(iii) The limit of private possession of
Cashew arrack without a license has
been fixed as 4 drams, as in the case
of molasses arrack. The sale of 8 drams
of bottled Cashew arrack is to be permitted
a notification notification will have to
be issued. In view of the proposed increasing the limit of private possession of Cashew arrack
reduction in Cost price from Rs. 2/- (per gl. of 30° U.P.)
to Rs. 1-6-6 (per gl. of 35° U.P.) it does not
appear

appear necessary to ~~take~~ Consider this question now.

Minutes 15.5.36

Phfsr

It appears now time ~~enough~~ to take ~~decn~~ up the question whether the experiment of sale of Cashew anack in ~~Sabe~~ Certain parts of S. Kanara dt. is to be Continued next year.

The major of questions of the possibility of establishing a distly. in the S. Kanara dt. for this purpose, + of treating Coconut - toddy anack as Country spirits are being dealt with separately. It is doubtful if these questions Can be settled in time for the starting of a new distly. ~~year~~ to ~~distly~~ distil Cashew anack ~~next~~ next season i.e., from February 1936.

In my opinion - in any case there can be no Control Save monthly until Messrs Parry & Co's Control to suffly anack to the Coast expires

15.5.36

The ~~d~~ ~~distl~~ Cashew anack in Chowghat distly as was done this year, if the experiment is to be Continued. Pending final decision on this matter, Messrs. Parry & Co. may be requested to say if they Can ~~Considerable~~ reduce their Cost of manufacture next year

year, in the event of the experiment being Continued.

Messrs Parry & Co have been given a licence to Manufacture Coconut toddy arrack SR 30/8. at the Chowghat depôt for a period of 3 years from 1.4.35. It is not therefore possible to invite tenders for the manufacture of Cashew arrack at that depôt during the Coming Cashew Season. It is now proposed to make cashew arrack available at the same price as that of Molasses arrack (the Govt bearing the cost of production). The effect of this on demand has to be watched before it is decided to Continue the experiment. The immediate question for the next year may therefore be to ascertain whether the existing Contractors will be willing to reduce the price by 2a to make cashew

3/9 DS

Note Contd.

Ref. to Messrs. Parry & Co. CR. 3272/AOR. J. 6 9/35
Reply. from do. 4.9.935

Submitted for perusal.

Draft to Messrs. Parry & Co. with ref. to the order

Orders on p 26 supra, issued separately

Draft to the Govt. with ref. to ~~orders~~ orders on p 25 supra is submitted below.

Pol 16/9/35

16.9.35

JR 16/9

Pol 14/9/35

Ref. to Hom. Party No. C.R.3272/1935.
d. 16.9.35.
Reply from do - d. 19.9.35.

The Cs are prepared ~~have agreed~~ to reduce their bottling charges from 3 annas to 2½ annas a bottle. The net charge comes to 2 annas as 6/ies are ~~are~~ ~~agreed~~ on every bottle returned intact. The local officers may be informed yr 17.-

Draft submitted below.

Pol 25/9/35

JR 24/9

Pol 24/9/35

The draft is wrong. It is the price of the bottle which has been reduced to 2½ as - not the cost of "bottled ann

25.9.35

Note Contd.

A revised draft is submitted below.

Rysotoss

SR
3/9
30/9

Note Contd.

Ref. to the Govt. C.R.55/12, dt'd 18/9/35.

G.O. No. Rs. 2405/ Rev. d. 11.10.35.

The Govt. have approved the proposals to reduce the strength of Cashew arrack to 35° U.P. & to fix the duty thereon at Rs. 3.12.4 per gallon of 35° U.P.

It may be advisable to fix a date from which these orders may be given effect to, so as to allow time for the issue & transport of 35° U.P. Cashew arrack from the Mangalore W.H. to depots. This date may be fixed as the 25th inst. Necessary Govt. may be requested to make ~~provided~~ arrangements for issuing liquor of the new strength ~~to the shops~~ from the 25th inst;

Rysotoss

The ~~existing~~ stock of 30° U.P. Cashew arrack

cmack in the depots will have to be
under a proper permit.
~~returned~~ to the W.H. after necessary
verification by the range S.I. This
shd. be recd. in the W.H. and if the strength of
the liquor is ~~still~~ the weaker than
the margin allowed
~~and~~ a corresponding quantity in terms
of 35° U.P. will have to be issued in return.
It will also be necessary to give the
Co. a refund of the differential ~~quantity~~
duty on the quantity.
Rs 16255 -

It may not be necessary to consider
the case of shops, as the quantity of Cashew
cmack therein may only be small.

Rogers

With ref. to para 2 of the G.O. the Collr.
Ed. of Kanara & the D.C.S. may be
requested to report fully ~~in their cmack~~
by the end of November
~~proposals since here on to mss~~, the effect
of the reduction in strength & duty on
the retail selling price & Consumption, &
whether there is any justification for the
Continuance of the experiment during next year.

Rogers

Draft submitted below. I have altered it
duly. M...

Rogers

Rs. 15/10

C.F.16.

DRAFT FOR APPROVAL.

	Date.	Initials.
When received for fair copying ..		
When copied ..		
When examined..	18/10	
When signed .		
When despatched.		

SUBJECT:—

Cashew arrack - sale in certain pa of S. Kanara districtx - reduction in d issue strength.

READ AGAIN_____, dated_____19____.

" " _____ " _____19____.

READ *ALSO*:— G.O. No.Mis. 2405 Rev. D/11-10-35.

No._____From the_____, No._____, dated_____19____.

" _____ " _____ " _____ " _____19____.

" _____ " _____ " _____ " _____19____.

Order / Resolution — Ms. / Rout. No._____, dated C.R. No.3272 Abk./35. 19____

Progs.

It has been brought to the notice of the Commr. that the demand for licit cashew arrack was heavy during the early part of April when it was a novelty, but that it has decreased considerably since then. The sales at present are very dull, ~~and~~ this is reported to be due to the arrangement by which ~~of the sale of~~ the two kinds of arrack - cashew and molasses arrack - are sold at different strengths and at different prices. ~~The Commr. is satisfied that~~ If the real demand for cashew arrack is to be tested it must be put on sale at the same price and strength as molasses arrack. With the sanction of the Govt. the C. Thurston directs that with effect from ~~1.XI.35~~ ~~20-10-35~~ the issue strength of cashew arrack shall be 35° u.p. and ~~that~~ the duty ~~for~~ per gallon of 35° u.p. cashew arrack shall be Rs.3-12-4 and the issue price excluding duty

shall

shall be Rs.1-13-9 per gallon of 35°u.p. at the Mangalore Warehouse and Rs.2-3-3 at depots. Messrs. Parry & Co. are requested to make ~~special~~ arrangements for the issue of cashew arrack of the new strength to shops from ~~20-10-35~~. 1.XI.35

2. The stock of cashew arrack of 30°u.p. remaining in the depots on the morning of ~~20-10-35~~ 1.XI.35 should be gauged and proved by the S.I. of the range concerned. If he finds the liquor to be weaker than the permissible limit [E.S.O.123(2)] ~~Ex. Mr. Vol. II~~ or any other reasonable cause for suspecting that the licensee has committed an offence under Sec.55(a) or (i) of the Abk. Act he should adopt the usual procedure and report the case to the Inspr. for necessary action. In other circumstances the liquor should be sent under a proper permit to the Mangalore W.H. On receipt of ~~such~~ liquor in the W.H. it should be gauged and proved by the W.H.O. in the presence of the Warehouse keeper. If the liquor is within permissible strength and of good quality it should be taken into stock for purposes of blend and a corresponding quantity ~~issued~~ in terms of 35° u.p. The Coy. should also be given a refund of the differential duty on the quantity ~~received~~ in the W.H. by necessary credit in their advance account.

3. The Collr. of S. Kanara and A.C.D. are requested to see that the changes necessary, with refce. to the orders now issued, are made in the arrack supply contract licence, Mangalore W.H. licence and the Arrack licences concerned. The

the
rne Insprs. of Udipi and Mangalore circles are directed to see that the reduction in the issue strength of and the duty on Cashew Arrack are given due publicity.

4. The Collr. of S.Kanara and the D.C.S.D. are requested to report fully by ~~the end of~~ the 15th of December ~~Novr.~~ 1935 on the effect of these orders on the retail selling prices in shops, ~~and the consumption and whether~~ the results justify the continuance for another year of the experiment ~~next year~~. distillation of cashew arrack

To the Collr. of S. Kanara,
" D.C.S.D., A.C. West Coast and A.C.D.
To the Insprs. Mangalore, Udipi and S. Distly. circles,
To the Warehouse officer, Mangalore
To Messrs. Parry & Co., Madras.

Cashew arrack compare those prices with the retail selling prices of molasses arrack in the same shops. They should also report the effect of these orders on the consumption of cashew arrack in comparison with the consumption of molasses arrack in the same shops and should give their opinion